

Editor & Publisher

® THE FOURTH ESTATE

Editor & Publisher's 1973 Summary of
MERGERS & ACQUISITIONS
CHANGES OF OWNERSHIP IN THE NEWSPAPER BUSINESS

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AN ACT OF CHARITY

For the seventh year, Chicago Tribune Charities has presented The Nutcracker Ballet.

Tschaikovsky's Christmas present to the world has become one of Chicago's favorite holiday traditions.

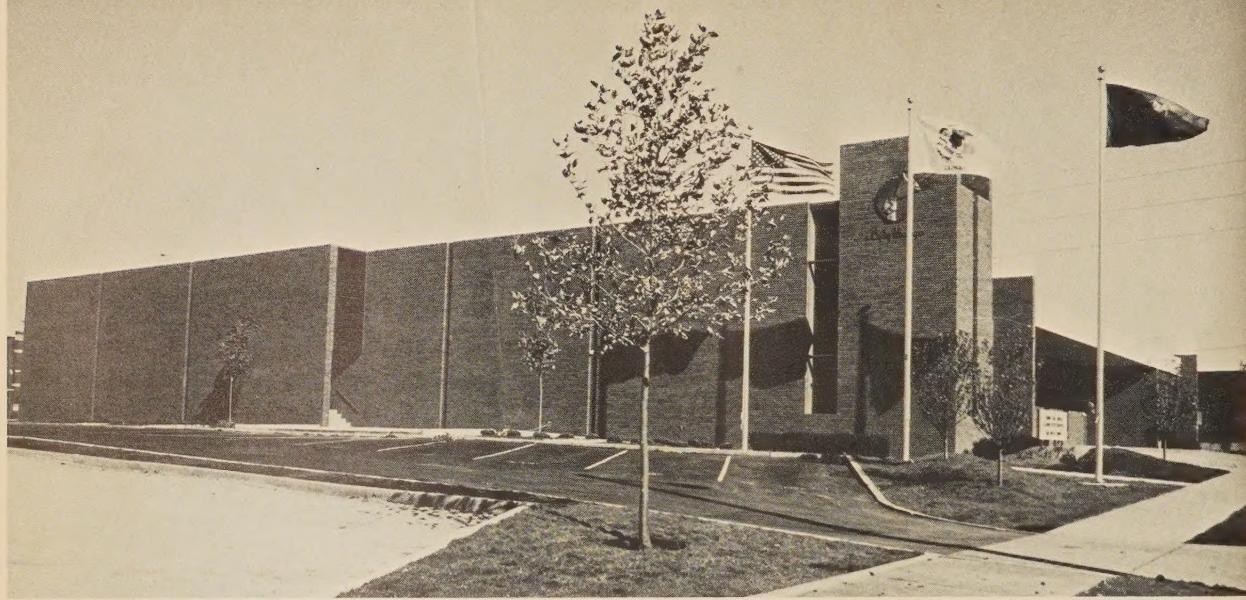
More than 450,000 people have enjoyed the presentation,

which features internationally acclaimed guest stars and a supporting cast of more than 150.

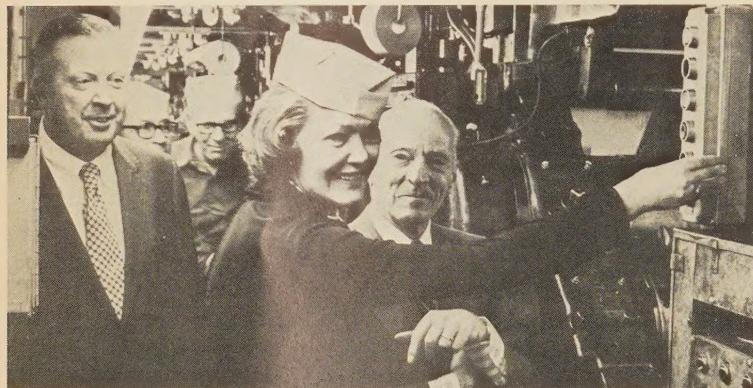
Each year, The Nutcracker introduces thousands of children to the wonders of ballet. And when the curtain rises, the stage is set for acts of charity.



Chicago Tribune
A step ahead of the times.



The new production plant of The Illinois State Journal-Register flies the flags of the United States, the state of Illinois and Copley Newspapers. Just behind the new facility is the historic Lincoln Depot.



Helen K. Copley, Chairman of the Corporation publishing Copley Newspapers, dons a pressman's hat as she starts up the 12-unit press in the new facility under the guidance of Publisher John P. Clarke and Production Manager John A. Moser.



A statue of Lincoln adorns the front of the Illinois state capital building, a short walk from the new Journal-Register plant. Lincoln has been quoted as saying: "The Journal newspaper was always my friend and, of course, its editors the same."

New facility dedicated in historic Illinois capital area.

Helen K. Copley, Chairman of the Corporation publishing Copley Newspapers, recently dedicated the new \$2.5 million Springfield production facility of The Illinois State Journal and Illinois State Register. The building houses a press room, newspaper storage area and mailroom systems. Amid the memorabilia of the Lincoln Heritage Trail, our neighbors are the historic Lincoln Depot Museum and Lincoln Memorial Park.

Illinois State Journal Illinois State Register

 Copley Newspapers

At Harte-Hanks we leave to each its own.

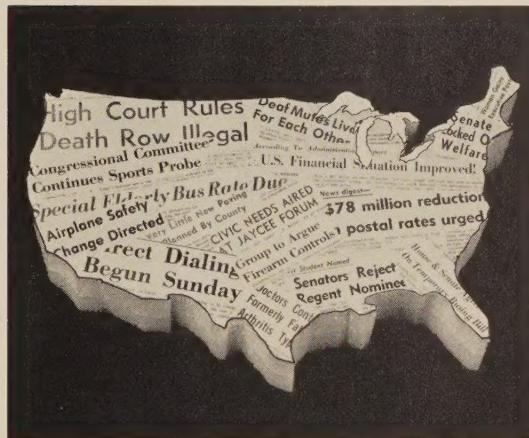
An important part of our management policy is local editorial control.

Harte-Hanks insists that each newspaper reflect the unique needs and concerns of its own community. And that the publisher establish his own editorial philosophy.

Our group synergy makes a contribution, too. We have management specialists who help solve problems in planning, sales, marketing, production systems, computer operations, financial planning, and labor relations.

So when a newspaper joins our group it doesn't lose its individuality.

We leave to each its own.



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Anderson Independent-Mail	Corsicana Sun	Marshall News Messenger	Woodbury Times
Big Spring Herald	Denison Herald	Paris News	Yakima Herald Republic
Bryan/College Station Eagle	Framingham News	San Angelo Standard-Times	Ypsilanti Press
Chula Vista Group	Greenville Herald-Banner	San Diego Group	
Commerce Journal	Hamilton Journal News	San Francisco Progress	

Executive Offices: Harte-Hanks Newspapers, Inc., P.O. Box 269, San Antonio, Texas 78291

JANUARY 1974

- 4-5—Virginia Press Association, Hotel John Marshall, Richmond, Va.
 6-9—National Retail Merchants Association's 63rd annual convention, New York Hilton, New York City.
 6-18—API Editorial Page Editors and Writers Seminar, Columbia University, New York, N.Y.
 9-11—Newspaper Color Seminar, Graphic Arts Research Center, Rochester Institute of Technology, Rochester, N.Y.
 10-12—Arizona Newspaper Association Inc., Safari Hotel, Scottsdale.
 11-13—Mid-America Press Institute Newsroom Management Seminar, Hotel Sheraton-Jefferson, St. Louis, Mo.
 14-16—Northeast Classified Advertising Managers Association, Sheraton Boston, Boston, Mass.
 17-20—New England Press Association annual winter convention, Sheraton-Boston Hotel, Boston, Mass.
 19-22—Great Lakes Newspaper Mechanical Conference, Royal York, Toronto, Canada.
 20-23—SNPA Foundation Workshop on Meeting Challengers to Press Freedom, U. Kentucky.
 21-23—International Press Institute meeting of American and Belgian editors, publishers and broadcasters, European Economic Community headquarters, Brussels, Belgium.
 21-25—KNIT Seminar on E.D.P. and the Systems Approach to Problem Solving and Decision Making, Miami, Fla.
 23-26—National Newspaper Publishers Association Mid-Winter Workshop, Playboy Plaza Hotel, Miami Beach, Fla.
 24-26—Tennessee Press Association convention and Press Institute, Hotel Sheraton, Nashville, Tenn.
 24-26—Texas Press Association, Villa Capri, Austin, Texas.
 25-26—New England Daily Newspaper Association, regular membership meeting, Marriott Motor Hotel, Newton, Mass.
 26-February 2—Suburban Newspapers of America mid-winter meeting, Maui Surf Hotel, Hawaii.
 27-30—International Newspaper Advertising Executives annual meeting, Hyatt-Regency, Houston, Tex.

FEBRUARY

- 3-6—SNPA Foundation Seminar on the Changing Economy of the South, Duke U.
 3-15—API Circulation Managers Seminar, Columbia University, N.Y.
 7-9—Alabama Press Association convention, Carriage Inn, Huntsville, Ala.
 7-9—Northwest Daily Press Association, 55th annual convention, Sheraton-Ritz Hotel, Minneapolis.
 8-10—Michigan Women's Press Club, Sheraton Motor Inn, Flint, Mich.
 9-10—Southern Classified Advertising Managers Association Classified Phone-Room Supervisors' Conference, Ralston Hotel, Columbus, Ga.
 10-13—Southern Classified Advertising Managers Association annual business conference, Ralston Hotel, Columbus, Ga.
 11-15—KNIT Seminar on Effective Human Relations, Miami, Fla.
 13-16—California Newspaper Publishers' Association Convention, Century Plaza Hotel, Century City, Calif.
 17-March 1—API Publishers, Editors, and Chief News Executives Seminar (for newspapers under 50,000), Columbia Univ., N.Y.
 17-19—Texas Daily Newspaper Association annual meeting, Houston Oaks Hotel, Houston.
 20-23—U.S.-Canadian Relations seminar, sponsored by Canadian and American committees, International Press Institute, Sheraton Four Seasons, Toronto, Canada.
 21-23—Ohio News Association Convention, Sheraton Columbus Motor Hotel, Columbus, Ohio.
 24-March 1—Police-Press Relations Seminar, International Association of Chiefs of Police, San Francisco, California.
 28-March 2—New England Association of Circulation Managers annual conference, Marriott, Boston, Mass.

MARCH

- 1-3—Maryland-Delaware-DC Press Association annual Winter Convention, Sheraton-Baltimore Inn, Baltimore, Md.
 1-3—Mid-America Press Institute Editorial Page Seminar, Marott Hotel, Indianapolis, Ind.
 2-5—Inland Daily Press Association, Brown Palace Hotel, Denver.
 3-5—New York State Publishers Association winter convention, Rye Town Hilton Inn, White Plains, New York.
 3-15—API New Methods of Newspaper Production Seminar, Columbia University, N.Y.
 4-8—KNIT Seminar on Interpersonal and Organizational Communications, Miami, Fla.
 10-12—Southern Newspaper Publishers Association Mechanical Conference (western division), Sheraton Hotel, Fort Worth, Texas.
 10-13—SNPA Foundation Seminar on Money, Morality and Politics, U. of Texas.
 14-16—Pennsylvania Society of Newspaper Editors Seminar, Sheraton-Harrisburg Inn, Harrisburg, Pa.
 17-19—Central States Circulation Managers' Association, Spring Convention, Gelt House, Louisville, Ky.

CATCH-lines

By Lenora Williamson

ONE OLD FOLK SAYING STILL GOES—The most interesting people are still newspaper folk. And a review copy of a new book turns out to be a laugh-right-out-loud documentation of that claim. It's William T. Moore's "Dateline Chicago," the saga of his *Chicago Herald & Examiner* days, when the highest paid reporters were those who could steal diaries from love nests and when "murder mysteries" fascinated the readers, and the reporters, not the police, solved them."

Explains Bill, "When the police had dug perilously near to China without discovering the body, the star reporter dug it up from beneath the proper mulberry bush, hauled it away to the managing editor's office, and then, after the final edition had gone to press with the exclusive story, called in the police, gave them the corpse, and told them what had happened."

The *Herald & Examiner*, says Moore, was "a storybook paper that never found out which were the giants and which the windmills." Moore, who moved to the *Chicago Tribune* and was at one time Moscow bureau chief, has retired to Florida to relax, except for this choice holiday present to all of us. "Dateline Chicago" is from Taplinger Publishing Company, New York.

* * *

THE SEASICK DISCOVERER of the current headline comet got a little testy on that ocean voyage planned to give 1700 passengers a choice view of Kohoutek. When asked if his new fame had changed his life, Dr. Lubos Kohoutek complained he had little time for himself and his family because of "non-astronomical problems." Such as? reporters probed. The reply: "Answering journalists' questions."

* * *

DEFIANCE AND SKEPTICISM from gas station operators on the road to Florida was observed by *Chicago Tribune* reporter Richard Phillips, who drove the 1,200 mile route to Orlando with his family to observe weekend closing compliance. Phillips had no trouble keeping the fuel tank filled. "In fact, with two small children our greatest gasoline-related problem was a familiar one for parents: Sometimes the demands of nature exceeded the supply of station restrooms."

* * *

A CERTAIN GROWNUP COLUMNIST confessed the other day on the eve of a three-week trip to Europe that he had never flown before, having come near only once as a young reporter when a copyboy summoned him from lunch to say the city editor wanted him back at the office. "A hot story just broke in New Jersey and the boss wants you to fly up there with a photographer." Said reporter (now syndicated columnist Phil Love of Washington) took the long way back to the office and by the time he got there another reporter had been given the assignment. Phil still doesn't know, he told readers, whether he was more afraid of flying or of telling the editor he was afraid to fly. A later column reveals that Phil failed to pass the Washington airport security check four times. First, it was the coins in his pocket; then his lighter; then his watch, and then pen and pencil. "I don't know why the buzzer failed to react to my fillings," added the weary newsman but "could be that I'd worn it out."

* * *

THAT PROVERBIAL WATER OVER THE DAM can turn out to be an energy source says the syndicated "Mother Earth News." The illustrated feature explains how to build a small family-size electrical generator driven by an overshot wheel should you just happen to have a stream flowing through the backyard. Leaflet and plans go for 10 cents and a self-addressed, stamped, long envelope. Catch-lines caught this particular column in the *Indianapolis Star* during a trip to the mid-west.

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Editor & Publisher

• THE FOURTH ESTATE

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Publisher and Editor

James Wright Brown
Publisher, Chairman of the Board, 1912-1959



Charter Member,
Audit Bureau
of Circulations
Member, American
Business Press, Inc.



6 mo. average net paid June 30, 1973—25,271
Renewal rate—75.15%

Beware of 'shortage' ideas

We are in danger of having a lot of crackpot ideas jammed down our throats in legislation supposedly designed to solve the energy crisis. The National Energy Emergency Act originally contained a provision giving the President power to "ban all advertising which encourages energy consumption." This sweeping language is subject to such broad interpretation that it would have played havoc with the manufacture and sale of many products. Fortunately, sanity prevailed in the House Committee and the House version no longer contains such wording. But, who knows what may happen to the Bill before it is completed?

Symptomatic of this thinking that any means justify the end is the recent proposal of a former member of the Federal Communications Commission, Nicholas Johnson. He believes that television, in its programs and advertising, urges people "to substitute high energy-consuming products for a more natural life style—motorcycles instead of bicycles, snowmobiles instead of sleds and toboggans." He said the FCC and the Federal Trade Commission should consider banning the advertising of automobiles that get fewer than 20 miles to the gallon, as well as other "clearly frivolous" products. He doesn't urge a ban on the sale of such products, just the advertising of them.

We don't hold any brief for motorcycles, snowmobiles or gas-eating monster cars. But doesn't this sound a little like "Big Daddy knows best?" The threat of the energy crisis is so great that the American people's freedom of choice must be sacrificed for a managed economy in which some big-domed master mind will tell us what we can and cannot buy and use and enjoy.

We don't buy the idea, and we hope the American people don't either.

Coverage of the President

White House reporters regularly assigned to cover the President's activities whether or not he is in Washington or some other city—whether or not he is working in the nation's capital or working and/or vacationing in Florida, California, Camp David, or wherever—will show their usual ingenuity and resourcefulness in doing their job with or without the assistance of the White House staff in making travel and hotel arrangements.

The job is made easier, of course, when plane and hotel accommodations are made on behalf of the press corps (for which each reporter pays his share) by the White House staff which is privy to the President's plans. It is a system that has prevailed and has worked to the advantage of the public's information for generations regardless of who has occupied the Presidency.

It is confusing, therefore, as to why the President and his staff at this time should erect a road block to this system under the flimsy excuse of energy conservation. The fuel saving in the elimination of a chartered press plane is understandable. But the White House could use its considerable clout to make reservations for reporters on scheduled airlines, also hotel rooms. And what does elimination of the usual pool reporters, from whatever mode of transportation the President uses, have to do with energy conservation?

The conclusion seems to be obvious that the President would rather not have the reporters around.

The Oldest Publishers' and Advertisers'
Newspaper in America

With which have been merged: The Journalist established March 22, 1884; Newspaperdom established March, 1892; the Fourth Estate March 1, 1894; Editor & Publisher, June 29, 1901; Advertising, January 22, 1925.

Managing Editor: Jerome H. Walker, Jr.

Associate Editors: Margaret C. Fisk, Mark Mehler, Jeffrey J. Mill, Edward M. Swietnicki, Lenora Williamson.

Midwest Editor: Gerald B. Healey.

Washington Correspondent: Luther A. Huston.

Advertising Manager: Ferdinand C. Teubner

Sales Representatives: Donald L. Parvin, Richard E. Schultz, Kenneth R. Schmitt, Donald W. Stribley, Earl W. Wilken.

Advertising Production Manager: Bernadette Borries.

Assistant to the Publisher and Promotion Manager: George Wilt.

Circulation Director: George S. McBride.

Classified Advertising Manager: Virginia Ann Stephenson.

Marketing and Research Manager: Albert E. Weis.

Librarian: Adelaide Santonastaso.

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Washington: 1295 National Press Building, Washington, D.C. 20004, Phone: 202-628-8365. Luther A. Huston, Correspondent.

London: 23 Ethelbert Road, Birchington, Kent England. Alan Delafons, Manager.

INDEX TO THIS ISSUE

Advertising scene	18
Calendar	2
Catch-lines	2
Deaths	23
Mergers & acquisitions	24
News people in the news	28
Stock prices	16
Shop Talk at Thirty	40

The fairness of a free press

By Clifton Daniel

There have been differences of opinion about the fair trial-free press guidelines, about the way they should be applied, and about the wisdom of even having guidelines at all. It is no secret that even within the staffs of individual news organizations there have been such differences of opinion.

Still, the conference has been a success. It has accomplished what I hoped, at a minimum, it would accomplish, and that is to focus attention—to focus our minds and consciences—on the problem of prejudicial pre-trial publicity.

I, at least, never imagined that prejudicial publicity would be utterly abolished or totally controlled. I do not think it could be.

But we should all be aware of its destructive potential—its potential for undermining the constitutional rights of accused persons—and the Fair Trial-Free Press Conference and its deliberations have created such an awareness.

A danger has arisen, however, from that awareness. The danger is that the fair-trial principles of the Sixth Amendment will be extended to the point of endangering the freedom of the press guaranteed in the First Amendment.

When I signed the Fair Trial-Free Press Guidelines produced by this conference, I did so with an acute consciousness of the limitations of the guidelines—limitations that were deliberately written into the document by its authors.

The very first of the guidelines in criminal cases begin with these words: "When and after an arrest has been made. . . ."

The guidelines conclude with this sentence: "These guidelines are intended to protect the right to a speedy and public trial by an impartial jury, not to prevent the press from inquiring into and reporting on the integrity, fairness, efficiency and effectiveness of law enforcement and the administration of justice."

Now some people are beginning to say that restraints should be imposed on the press not only when an arrest has been made, or an indictment returned, and a trial is imminent, but also during the process of investigation and exposure that often precedes a prosecution, especially where wrongdoing by public officials is suspected.

During the Watergate hearings and the Agnew affair, critics of the press began to say that John Mitchell, Spiro Agnew and the like could never get a fair trial because their cases had been hopelessly compromised by damaging allegations in newspapers and magazines, and on tv and radio. This was even before anybody had been indicted.

The implications in this argument was that the press should stop prying into the affairs of those public men. The further implication was that the investigation of

their misdeeds, if any, should be left to the law enforcement agencies and the judiciary.

To that, as a newspaperman, I say, "No, thank you." Justice is too important a matter to be left to the law alone. Our Constitution never intended that it should be.

One of the chief purposes of the First Amendment was to ensure the freedom of an independent extra-judicial agency to keep watch over the behavior of public servants.

To argue that the press should not make known the misdeeds of public officials because those officials might thus ultimately be denied their right to a fair trial is a clear perversion of the meaning of the Bill of Rights.

A lot of questions have been asked about the handling of the Watergate case

markedly accurate. But were they fair? Fairness is the main question we are concerned with here today.

"In accusing the press of being 'unfair,' White House spokesmen pointed to the fact that the press was publishing 'hearsay' and 'innuendo.'"

I am now quoting Mr. Epstein in the Los Angeles Times:

"In other words, the White House applied the standards of the court to the press. But since the courts and press have manifestly different functions," Mr. Epstein wrote, "it seems both inappropriate and unproductive to apply judicial standards to daily journalism."

For one thing, the press does not have the power to compel testimony, and therefore must rely on what people will say voluntarily, which often would not meet the standards of a court of law.

However, in the Watergate case the news media were not conducting a trial, but exposing a situation of public interest and concern. Even so, I repeat, their information was remarkably accurate.

Guidelines in Criminal Cases

The proper administration of justice is the concern of the judiciary, bar, the prosecution, law enforcement personnel, news media and the public. None should relinquish its share in that concern. None should condone injustices on the ground that they are infrequent.

1. When and after an arrest is made, the following information should be made available for publication:

- (a) The accused's name, age, residence, employment, marital status and similar background information.
 - (b) The substance or text of the charge such as a complaint, indictment, information, and, where appropriate, the identity of the complainant.
 - (c) The identity of the investigating and arresting agency and length of the investigation.
 - (d) The circumstances immediately surrounding the arrest, including the time and place of arrest, resistance, pursuit, possession and use of weapons and a description of items seized at the time of arrest.
2. The release of certain types of information by law enforcement personnel, the bench and bar and the publication of this information by news media may tend to create dangers of prejudice without serving a significant law enforcement or public interest function. Therefore, all concerned should be aware of the dangers of prejudice in making pretrial disclosure of the following:
- (a) Statements as to the character or reputation of an accused person or a prospective witness.
 - (b) Admissions, confessions or the contents of a statement or alibi attributable to an accused person.
 - (c) The performance or results of tests or the refusal of the accused to take a test.
 - (d) Statements concerning the credibility or anticipated testimony of prospective witnesses.
 - (e) The possibility of a plea of guilty to the offense charged or to a lesser offense, or other disposition.
 - (f) Opinions concerning evidence or argument in the case, whether or not it is anticipated that such evidence or argument will be used at trial.
3. Prior criminal charges and convictions are matters of public

record and are available to the news media. Police, corrections and other law enforcement agencies should make such information available to the news media on request. The public disclosure of this information by the news media may be highly prejudicial without any significant addition to the public's need to be informed. The publication of such information should be carefully considered by the news media.

4. Law enforcement and court personnel should not prevent the photographing of defendants when they are in public places outside the courtroom. They should neither encourage nor discourage pictures or televising but they should not pose the accused.

5. Photographs of a suspect may be released by law enforcement personnel provided a valid law enforcement function is served thereby. It is proper to disclose such information as may be necessary to enlist public assistance in apprehending fugitives from justice. Such disclosure may include photographs as well as records of prior arrests and convictions.

6. Particular care should be taken not to disseminate prejudicial information, including information adduced in pretrial hearings and closed hearings, when a trial is approaching or is underway if the information is likely to be seen or heard by potential jurors.

7. Once a trial has begun, the news media may report anything done or said in open court, provided that any statement or matter excluded from evidence is described as having been so excluded. When matter or statements are excluded from evidence outside of the presence of the jury, disclosure may be highly prejudicial without any significant addition to the public's need to be informed. The publication of such information should be carefully considered by the news media.

8. No one should make, publish or broadcast a statement designed to influence, forecast or prejudge the outcome of a trial. Accused persons, however, should have the privilege of issuing denials of allegations made against them.

These guidelines are intended to protect the right to a speedy and public trial by an impartial jury, not to prevent the press from inquiring into and reporting on the integrity, fairness, efficiency and effectiveness of law enforcement and the administration of justice.

Reprinted from EDITOR & PUBLISHER, May 3, 1974.

White House rebuttals, including some that were untrue, were prominently displayed, sometimes more prominently than the original charges.

The information in the Agnew case was equally accurate, and it produced a quick denunciation, much quicker, I am sure, than any prosecution would have achieved. Vice President Agnew was formally notified on August 2 that he was under investigation; on October 10 he resigned, pleaded nolo contendere to one charge of tax evasion, was fined \$10,000 and was put on probation.

Considering the evidence the government said it had against him, Mr. Agnew "did about as well in the court of public opinion as he did in the court of law," said Robert C. Maynard in the *Washington Post*. "Many another has fared worse, accused of less."

Mr. Agnew was not pilloried by the
(Continued on page 27)

(These remarks by Mr. Daniel, associate editor, New York Times, were made at the New York Fair-Trial Free Press Conference, November 2, 1973.)

May 26, 1973 THE NEW YORKER

How The Washington Post Gave Nixon Hell
How to Win the Battle of the Check-Out Counter
Honked on the Knicks, by David Halberstam

NEW YORK

You're Right! It's Worse Than They're Telling You



The New York Times Magazine



Worlds and worlds of birds in the Bronx. CONTINUED PAGE 4

Which of these magazines has the highest percentage of readers who receive income from stocks and bonds?

The New York Times Magazine
One more reason it belongs on any magazine schedule.

ANPA and NNA discuss closer 'co-operation'

Merger-affiliation talks between the American Newspaper Publishers Association, representing large dailies, and the National Newspaper Association, representing weeklies and dailies, are continuing.

Officers and chief executives of ANPA and the NNA met in Washington December 7 to develop their joint efforts in serving all segments of the newspaper printing and publishing business, particularly with respect to federal legislation and regulations, the ANPA said.

"Tangible results of this first session include invitations to the chairmen of the government relations committees of each association to attend and participate in sessions of the other. The two associations also plan to co-ordinate their efforts in the pending rate and classification hearings of the Postal Rate Commission. Since this conference the operating officers, Stanford Smith and Theodore A. Serrill, have conferred on further feasible methods of co-operation. Plans include further joint meetings as the needs arise."

EDITOR & PUBLISHER reported on September 15 that the nation's administrators of state and regional newspaper and publishers associations, in a first time move, were asking the ANPA and the NNA to study the possibility of a merger.

Ad ban dropped

House and Senate conferees failed to adopt a provision of the National Energy Emergency Act that would have banned advertising that encouraged energy use. Congress adjourned December 22, unable to reach agreement on the final version of the bill.

The Senate earlier (**EDITOR & PUBLISHER**, November 24) adopted the ad-ban. But it was dropped in the House version (E&P, December 22) and not restored in conference.

Congress debated the bill for two days, December 21-22, but adjourned when it was unable to reach an agreement. A further effort to pass energy legislation is expected when the Congress returns in January.

Southland to expand its newsprint output

Southland Paper will increase the Lufkin's mill's newsprint capacity by 22% by mid-1976.

President Melvin E. Kurth, Jr. said the major part of the expansion will be the installation of a new, 152,000-ton-a-year newsprint machine to replace the mill's existing No. 2 machine, which was built in 1948 and has a capacity of 75,000 tons a year.

Newsmen's right of access upheld by Federal judges

Alabama ethics law overruled

A panel of federal judges in Montgomery (Ala.) has declared unconstitutional a part of Alabama's new ethics law requiring newsmen to reveal the sources of their income.

In a December 21 opinion written by U.S. Dist. Judge Frank M. Johnson Jr., the court issued an injunction against enforcement of that section of the act, saying it infringed on freedom of the press.

The ruling came in response to a suit filed September 14, the same day the governor signed the ethics bill into law, by Jesse Lewis, publisher of the weekly *Birmingham (Ala.) Times*.

The *Eagle Eye*, publication of the predominantly black National Democratic Party of Alabama, and Sigma Delta Chi, Professional Journalism Society, subsequently joined Lewis as plaintiffs.

The law, if allowed to stand, would have required reporters to disclose their finances to an ethics commission in order to gain accreditation to cover state government.

Limited right of access

"Journalists and newsmen have a First Amendment right to reasonable access to certain items of news," Johnson wrote. "That right is of necessity a limited one . . . Newsmen have no constitutional right to tap telephones, to intercept mail, or to peer into windows of famous or humble people..."

"It is apparent that the First Amendment right to publish must logically include to some degree a right to gather news fit for publication."

To grant freedom to publish news without protecting the ability to gather it "would render freedom of the press an unduly gossamer right," the court said.

Dissenting opinion

The opinion also reviewed previous court rulings that newsmen are entitled to access to information available to the general public.

The opinion was signed by Johnson and U. S. Circuit Judge Richard Rives, U. S. Dist. Judge Robert Varner dissented on some portions of the ruling.

Judge Varner in his dissent states that he would allow the press to have free access to the public galleries (of the Alabama Legislature) but would condition entry to the press rooms upon disclosure as required by the statute," the other two judges said.

"Such a restriction upon entry to the press rooms would, in our opinion, severe-

ly and unconstitutionally restrict access of newsmen (and, through them, the public) to the news of state government."

Johnson and Rives said that after balancing the First Amendment rights of the newsmen against the state's asserted interest in controlling newsmen who might engage in lobbying activities, they found Section 14 of the Alabama Ethics Statute "unconstitutional on its face."

"Thus, we conclude that requiring newsmen as a class to disclose the information required by Section 14 of this statute bears no substantial relation to the valid and admitted governmental interests in regulating lobbying," they said.

The majority order also stated in a footnote:

"It should be noted by all concerned that we have dealt only with Section 14 of the ethics statute. We do not cast any shadow on the legality of the balance of the act."

Lobbyist rule applies

The other sections of the act require financial disclosure of elected and appointed members of state government with the State Ethics Commission.

Varner said he would have voided certain portions of the act but the right of the state to restrict lobbying activities of newsmen. The other two judges said the state already can do that under its statutes on lobbying.

"If newsmen engage in lobbying," Johnson wrote, "there appears to be nothing to suggest that they are immune from control under such lobbying statutes."

Varner disagreed, however, saying that newsmen are "by virtue of their daily contacts and the influence of their publications, in an advantageous position to influence government."

The majority opinion emphasized that "the right of access is a limited right." The judges said the press could be excluded or restricted if the state shows such action has a "substantial" connection to the state's interest.

The court also said that the U.S. Supreme Court "has never explicitly decided whether or not there is a constitutional right to access to news." But the high court has indicated, wrote Johnson, that the press has access to information that is available to the public generally.

He said this includes information at the state Capitol, where newsmen have a limited First Amendment right of reasonable access to news of state government."

Reporters protest AT&T telephone disclosures

By Edward M. Swietnicki

American Telephone & Telegraph Co. acting in response to complaints by reporters, editors and members of the Reporters Committee for Freedom of the Press says it is legally required to turn over records of reporters' telephone calls to government agencies requesting them.

A group of representatives from 10 news organizations and the Reporters Committee wrote a letter to John De Butts, chairman of the board of AT&T, on December 21 demanding that a company's practice of disclosing records of reporters' telephone calls be halted.

News sources threatened

The letter states in part:

"The listed editors and reporters, in the course of their professional activities, frequently use their telephones to make calls to or receive calls from confidential sources of published or unpublished information of news value who supply unpublished and other information of news value. Official demands for records disclosing the identity of these news sources or telephone numbers listed in their names, and your responses to such official or unofficial demands, may give rise to violations of the free press guaranty of the First Amendment and other free press rights to professional privacy and association.

Moreover, such demands and responses may violate other constitutional rights of these media entities and journalists and cause them substantial injury in their professions. As the Supreme Court has recognized, the protection accorded by the First Amendment extends not only to the dissemination of news, but also to gathering it, for "without some protection for seeking out the news, freedom of the press could be eviscerated." *Branzburg v. Hayes*, 408 U.S. 665, 681 (1972). The persons whose names are included on the list attached to this letter feel strongly that they must take every appropriate step to vindicate these fundamental rights.

The ability of a free press to inform the public about the conduct of its government is critically weakened if the government can penetrate the confidentiality of news sources whenever it wishes to do so. The range of circumstances in which the government's law enforcement responsibilities may entitle it to force the disclosure of these sources is narrow at best. In no event can the government justify the wholesale and random identification of sources made possible when the government demands all toll call records relating to a journalist's telephone, including records of communications having nothing whatever to do with the subject of the law enforcement investigation. By complying with such demands without affording journalist subscribers a reasonable opportunity to contest them, telephone compa-

nies violate the basic constitutional guarantee, upon which, in Judge Learned Hand's famous phrases, we have staked our all.

"The persons identified on the attached list intend to take promptly all legal steps necessary to prevent compliance with subpoenas or other demands for records relating to such news gathering telephone calls when they considered that compliance would violate their constitutional rights, and to seek redress for injuries resulting from responses that have previously occurred. However, without advance notice of any subpoena or other demand for records involving these calls, it would, as a practical matter, be most difficult, if not impossible, for these persons to invoke appropriate legal remedies in time to enforce their constitutional rights to prevent any future disclosure. Similarly, until they are informed whether and to what extent such records have been provided in response to any past subpoenas or other demand, it would be impossible for them to seek appropriate redress for any past violations."

Legal action pledged

The group threatened legal action if AT&T and its subsidiaries don't stop divulging records of reporters' telephone calls that could divulge confidential news sources and asked that the company disclose all instances over the last five years in which records of calls made by the reporters and their newspapers had been divulged.

AT&T replied that the law compels it to hand over the records of private companies "upon valid subpoena or on demand pursuant to lawful purposes." The company also rejected a proposal that it give advance notice to subscribers of such subpoenas because this "would inject the telephone company into controversies between government authorities and private citizens."

"We believe that we shouldn't assume the role of arbitrating such controversies. They should be left properly to the judicial and legislative branches of the government," AT&T said.

List of letter signers

Reporters, editors and columnists who protested to AT&T were:

Jack Anderson, Leslie Whitten, of the Washington Merry-go-round syndicated column; A. M. Rosenthal, managing editor of the *New York Times*; Rowland Evans Jr., Publishers Hall syndicate; Robert C. Boyd, Knight Newspapers; James Squires, *Chicago Tribune*; and Thomas Oliphant and Thomas Winship of the *Boston Globe*.

From the *Wall Street Journal*: Norman C. Miller, Robert Keatley, Monroe Karmein, Jerry Landauer, John Pierson, Priscilla Meyer, Stanley Penn, and Frederick

AT&T studies use of WATS in nation

There are no plans at present to eliminate WATS (wide area telephone service) on an interstate or nationwide basis, American Telephone & Telegraph Co. said.

C. Thomas Koenig, marketing manager for AT&T's long lines department, stressed, however, that, "as is true with the other services that AT&T provides, WATS is kept under continuing study to insure that we are meeting customer needs and to make certain that the rates charged for it are equitable."

In New York State, however, the New York Telephone Co., is seeking to reduce or to eliminate fulltime intrastate WATS service. The New York State Public Service Commission will begin hearings in Albany January 8 on the proposal. William Burke, New York Telephone Co. rate planning supervisor, said recently that "WATS is a service that's good for our customers and the company" but that the company is studying the need for possible rate revisions to reflect changes in the market and customer usage.

Newspapers use WATS in their circulation and advertising departments to make unlimited long distance calls at fixed rates.

Taylor.

From the *St. Louis Post-Dispatch*: Evarts A. Graham, David Lipman, James Millstone, Richard Dudman, James Deakin, Thomas Ottenad, William Wyant, Curt Matthews, Lawrence Taylor, Marquis Childs and Robert Adams.

From CBS: R. S. Salant, Daniel Schorr, Bob Schieffer, Fred Graham, Dan Rather, William Small, Bruce Morton and Marvin Kalb.

From the *Chicago Sun-Times*: Emmett Dedmon and Thomas B. Ross.

Telescope acquires 3 weekly papers in Kansas

Telescope, Inc., reported the purchase of three Eastern Kansas weekly newspapers, the *Baldwin Ledger*, the *Wellsville Globe* and *Eudora Enterprise*.

The papers were purchased from Mr. and Mrs. Dean Richards of Baldwin.

The newspapers will be published by a new corporation, Telegraphics, Inc., a subsidiary of Telescope, which publishes weekly newspapers in Kansas and Nebraska.

Heading the new company will be former Telescope associate, Monte Miller who has just returned to Kansas to assume his new position.

He is leaving a position as operations and production consultant for the Western Newspaper Industrial Relations Bureau in San Francisco and Los Angeles, Calif.

The sale was arranged by Krehbiel-Bolitho, newspaper brokers.

Two salient issues of 1973 on decision course in 1974

By Jerome H. Walker

Access and Accountability, two double-edged words, were underscored in the vocabulary of journalism during 1973.

In 1974 they will probably be imbedded in the language of professionalism by legislative act and judicial decision.

In the matter of access, it's a two-way street. The press wants a protective cover for reporters who must rely on confidential sources when they dig deeply for news. The public wants the free press to comply with a fairness doctrine.

State legislatures and the Congress gave special attention to the former. The courts were called upon to act to set criteria for the latter.

Accountability worked two ways also. Voluntarily, the press tried various procedures for responding to reader complaints—from prominently placed "Correction" boxes to ombudsmen and formal press councils. At the same time some public bodies proposed or enacted laws requiring people in the news media to make public accounting for their finances, the same as required of public officeholders.

'Of thumping importance'

The National News Council, off to an inauspicious start without pledges of participation by some prestigious news organizations that feared "meddling" might undermine freedom, declared both areas of press responsibility to be "of thumping importance" and plunged into a sweeping research project. The analysts will look at the problem of government trying to tell the media what to publish and examine to what extent, if any, there should be government regulations on the use of the printing press by non-owners.

Publishers took the issue of "right of reply" to the Supreme Court of the United States in an appeal from a Florida ruling that upheld the constitutionality of a 60-year-old state law requiring a newspaper which attacks a political candidate to give him free equal space and display for rebuttal.

In two earlier cases the lower courts declared the Florida law was invalid because it encroached on freedom of the press. But the state supreme court, supporting an unsuccessful legislative candidate's demand on the *Miami Herald* to publish his letter replying to criticism of his qualifications, said: "This will encourage rather than impede the wide open and robust dissemination of ideas and counter-thought which is essential to intelligent self-government."

Pat L. Tornillo Jr., leader of a teachers' union who won his case in the Florida courts, said: "The American public will

no longer tolerate a newspaper editor or publisher who thinks he is arresting officer, judge, jury, and executioner of a political candidate's or public official's character, career, and livelihood."

'A tool of tyranny'

In reply, Florida's deputy attorney general, Barry Scott Richard, said: "The power to dictate what a newspaper must print has been as frequent a tool of tyranny as the power to dictate what it may not print."

"There is no public official, however high, who is immune from the scrutiny and commentary of the press," Richard added. "Yet, with all this, the press itself poses no threat to liberty. No people has even been enslaved by a newspaper. What other entity can fulfill that role?"

President Richard M. Nixon praised the "vigorous free press" for bringing the facts of Watergate to light. He believed, too, that it would "bring those guilty to justice."

Former Chief Justice Earl Warren concurred in this opinion.

For breaking open the Watergate scandal, the *Washington Post* was awarded the Pulitzer Gold Medal for Meritorious Public Service. Its two reporters, Carl Bernstein and Bob Woodward, who pinned down the initial skullduggery, were cited. Subsequently honors were heaped on Katherine A. Graham, the Post's publisher, who modestly described her own role as "management support of the editors and reporters."

Reporters' privilege

The Watergate affair underlined the reliance of reporters on "leaks" of information from both private and government sources. The practice of subpoenaing newsmen to disclose their sources and to produce notes and other unpublished material fired up a crusade to obtain a federal law granting newsmen a confidential privilege.

A score of bills were introduced in Congress but passage of any one of them appeared remote at year's end. They became bogged down in an intramural debate between those favoring an absolute immunity privilege and those willing to go along only with a modified privilege. The ANPA stuck by its guns for full protection.

While ANPA Chairman Davis Taylor of the *Boston Globe* proclaimed the duty of publishers to seek a protective shield for their reporters, Alexander Bodie of the *Palo Alto* (Calif.) *Times* suggested it was the publisher who should take the rap, not the reporter who is held in contempt of

court and jailed for refusing to identify a confidential news source.

Federal Judge Charles S. Richey in Washington quashed subpoenas calling on several reporters who investigated Watergate-related angles to turn over their notebooks, etc. to a grand jury. Meanwhile, a federal judge in Baltimore gave authority to lawyers for Vice President Spiro T. Agnew to subpoena reporters and require them to divulge their sources for stories involving Agnew in official misconduct.

Battle of subpoenas

This action was challenged under the oldest state reporter shield law in the nation, Maryland's enacted in 1892. But the matter died down shortly, when Agnew resigned from office after a "negotiated" conviction on an income tax evasion charge.

At the federal level, Congress had under consideration, not only the press-sponsored shield laws but proposed Federal Rules of Evidence that contained an outright denial of privilege to anyone to refuse to give evidence of a crime.

The Department of Justice reiterated subpoena guidelines based on the principle that "the prosecutorial powers of the government should not be used in such a way that it impairs a reporter's responsibility to cover as broadly as possible controversial public issues."

Newsmen's finances

On the other side of the coin, Governor George C. Wallace approved an Alabama law that would compel news media people to make personal financial disclosures before being allowed to cover state agencies. The law, which was overruled December 21 by three Federal judges, was aimed at conflict of interest growing out of "moonlighting" by reporters for people and firms doing business with government agencies. Fine and jail penalties were provided in the law.

Likewise, the organized press attacked a Kentucky statute that requires the people "who contribute to the editorial policy" of the state's three largest newspapers to reveal all their sources of income.

In several other states, bills to require signatures on editorials popped up again but none were passed.

The *Manchester (N.H.) Union Leader*, drawn into the Select Senate Committee's scrutiny of Watergate because of its publication of a letter casting doubts on Senator Edmund S. Muskie's integrity, announced a policy of spiking letters sent to it by out-of-state non-subscribers.

Other highlights in the E&P State of the Industry chronicle for 1973:

CIRCULATION

The 1,761 daily newspapers (those published four days or more per week) began the year with an aggregate daily average sale of 62.5 million copies. There were 12

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more papers in the 1972 compilation than figured in the 1971 totals in the *EDITOR & PUBLISHER International Year Book* entries.

In about a dozen communities this year, all-new dailies were started or weeklies and semi-weeklies stepped up publication schedules to daily status. Places reporting this development included: Vista, Calif.; Lewisville, Tex.; Beaufort, S.C.; Georgetown, S.C.; Grafton, W. Va.; Niagara Falls, N.Y.; Weatherford, Okla.; Stuart, Fla.; Fallon, Nev.; North Fulton, Ga.; Tucumcari, N.M.; and Vernon, B.C.

Plans for a new daily in Fayetteville, N.C. were abandoned, but the area gained a new morning paper, published by the long-established evening daily.

The Thomson group consolidated the Fitchburg (Mass.) *Sentinel* and the *Leominster Enterprise*. The *Milford* (Delaware) *Daily Eagle*, started in the fall of 1972, was discontinued. The *Orlando* (Fla.) *Sentinel* and *Star* became an all-day paper.

In formation across the country, a union of personnel employed in the distribution of newspapers posed a serious problem for circulation executives in regard to service and pricing. Despite it, substitution of adult carrier sales people for "Little Merchants" was widely discussed. Higher postal rates for newspapers continued to threaten or cause curtailment of circulation.

ADVERTISING

The Newspaper Advertising Bureau's computers projected a total in excess of \$7 billion in ad revenue for the daily newspapers for 1973.

In tabulation of expenditures by national advertisers in newspapers, General Motor Corp. was displaced after many years in this leadership spot. The new No. 1 was R. J. Reynolds Co., basically a tobacco firm which has branched out into food lines, etc. The investment for all Reynolds products was calculated as \$35 million, topping GM's \$32 million—for 1972.

Ad executives continued to have problems with movie theaters in respect to copy for "X" rated films. Abiding by the movie industry code ratings wouldn't satisfy many papers. A common complaint, aired at a conference of newspaper and theater people, was that code ratings are not rigid enough; much violence, sex, etc. formerly given "X" often comes out with "PG" (parental guidance) ratings. "Hard porno" film ads were accepted by papers that live by the rule that if it's legal to sell it's okay to be advertised.

At the year-end, the *New York Post* announced that it would begin offering full color ROP advertising starting in February, 1974.

NEWSPRINT

Early in the year the American Newspaper Publishers Association warned that shortages in the supply of newsprint were inevitable. Advertising and circulation figures indicated a severe pinch as reserve capacity of newsprint mills dwindled to a few hundred thousand tons. The real

crunch came sooner than expected. First, workers in several Canadian mills went out on strike, and then Canada's railroads were hampered by walkouts. It was late in the summer before operations were returned to normal.

Almost overnight a wave of paper economies set in. Features were cut, news items were condensed, page makeup was tightened, special sections were dropped, free copies to employees were eliminated, editions were consolidated, etc., etc.—all reminiscent of newsprint conservation crusades in the industry 20 years ago when the price began to rise toward \$100 a ton. Now, with a \$200 a ton price in view, publishers planned to keep the paper-saving effort in full force. No papers were forced to suspend for lack of newsprint and supplies were adequate for advertisers in the Christmas season.

The Gannett Company put \$10 million on the line to improve the Kruger mill in Canada so it could draw on it for 75,000 tons a year. Increased production was promised by the major companies to keep supply and demand balanced in 1974.

As a result of the shortages, many of the newsprint firms were providing their customers with lighter weight grades (30 and 28 lb.) instead of the usual 32 lb. stock. Production executives at several papers complained that the lighter grade was causing press breakdowns and poorer printing quality.

NEW TECHNOLOGY

By latest count, almost 900 daily newspapers, including several in metropolitan markets, were being printed on offset presses. The *St. Louis Post-Dispatch* had 48 Goss Metro units in two plants. In 10 years about half of the dailies had converted from letterpress. Those staying with it received encouragement in the increasing feasibility of lightweight plastic plates that can be applied to press cylinders to achieve high-fidelity printing at great speed and low cost. A system of preparing plates by laser beams showed promise in field tests conducted by the Gannett Company which helped to finance the research and development to the extent of nearly \$5 million.

Production experts at the *Los Angeles Times* placed their faith in a system for recycling plastic plates to reduce material costs to about 25 cents each. The Times contracted for a 10-unit Wood Coloromatic press for its suburban plant where the control consoles will be encased in air conditioned quiet.

Lintless ink for offset presses and automatic, computerized page makeups appeared to be attainable soon. The rush to electronic devices throughout the production of the daily newspaper was definitely on, as these other census statistics show: 700 computers in use in newspaper operations, 1,900 phototypesetting machines at work, 40 papers with cathode ray tube copy processing, 96 papers with 478 video display terminals and 100 papers with optical character recognition systems. Production and editorial people proved to be ingenious adapting new technology to their needs.

LABOR

Solutions to problems arising from union claims to jurisdiction over "new method" jobs were worked out in numerous contracts. The arrangements made in Atlanta, Ga., and Evansville, Ind. eased employes' acceptance of computerized systems for typesetting and such sophisticated devices as the optical character recognition (OCR) consoles.

Tests conducted by a government health and safety agency overcame fears of some workers that radiation from electronic editing screens would be harmful. Editors expressed a desire to hurry along with proliferation of new machinery to process copy, as the wire services spoke of laboratory advances that make possible the transmission of news text at the rate of 1,000 words per minute and pictures in the blink of an eye. The present wpm rate is 66.

Strikes caused partly by innovations in production shops and also by wage demands shut down a few papers for varying periods and hampered the publishing of a few others. The longest cessation was that of the *St. Louis Post-Dispatch* and the *Globe-Democrat*—44 days, from August 22 to October 6. A union of dockhands and delivery men precipitated it.

During the transition to cold type methods, the *Omaha World-Herald* was struck by printers but continued to publish. After several months, the strikers offered to return to work. The *Providence* (R.I.) *Journal and Bulletin* didn't miss an edition while guild members were out for 12 days and the *Morgantown* (W. Va.) *Dominion and Post* combined its morning and afternoon editions and got out a paper despite a Guild walkout.

Wilkes-Barre, Pa., scene of one of the longest blackout strikes in newspaper history, was again made newspaperless by printers, supported by all of the other unions. The *Anderson* (Ind.) *Bulletin* was closed from June 25 to August 31, but the *Hammond* (Ind.) *Times* continued to publish without union printers. The *Oakland Press* at Pontiac, Mich., struck for the first time in its history, stayed in business without Guild help. A strike at the *Painesville* (O.) *Telegraph* failed to stop production and led to serious charges against several strikers who defied court restrictions on picketing activity.

New York City's three major dailies, the *News*, the *Times* and the *Post*, managed to avert another disastrous shutdown through the summer and fall. While new contracts were worked out with several unions, the "Big Six" typographical union led by Bert Powers agreed to a truce while a mediation group strives for a pact embracing automation. Contracts expired last March 30. In a two-year extension the Guild approved a staff reduction formula for job security that forbids the dismissal of employees with 20 years or more of service and provides a graduated scale of severance indemnity for other service brackets.

Meanwhile, the international unions of pressmen and stereotypers merged to form the International Printing & Industrial Communications Union. The News-

(Continued on page 11)

paper Guild appeared to be leaning toward affiliation with an umbrella-type graphic arts union formed by the photoengravers and bookbinders. In an election at *Newsday*, the vote in favor of editorial room representation by the pressmen's union was 149 to 138.

LEGAL RULINGS

Holding that they are "clearly aligned with management," a Denver circuit court ruled that editorial writers are exempt from compulsory membership in the Guild. The case involving Dorothy Wood of the *Wichita Eagle* and *Beacon* will be taken to higher courts.

The judge presiding at the trial of "The Gainesville Eight"—on charges that they had conspired to disrupt the Republican National Convention in 1972—restricted coverage to a small pool of reporters.

Student editors at Florida Atlantic University were given full authority to run the campus newspaper. A federal judge ordered the university to "give the paper back to the kids" and stop trying to use it as an administration organ. The college communications council later ejected the editor from his job and began a program to make it an off-campus, self-sustaining newspaper.

A Texas court granted reporters for the *Houston Chronicle* the right to interview prisoners in federal custody.

The absolute right of a publisher to refuse to publish an ad was again sustained in Kentucky. The court said the Louisville newspapers could rely on editorial and journalistic judgment in deciding what to print.

An appellate court in Maryland ruled for the *Baltimore News American* in holding that a newspaper is a manufacturing enterprise exempt from the city's property tax on machinery and raw materials.

The Supreme Court of the United States let stand lower court decisions that outlaw separate male and female classifications in employment ads. Some newspapers revised their headings to show job classifications only.

The Supreme Court of the United States declined to review the case of Larry Dickinson and Gibbs Adams, reporters for the Baton Rouge newspapers, who had been fined \$300 each for violating a judge's order that forbade published reports of a matter before him in open court. The lower courts ruled that the reporters should have followed legal procedures in contesting the judge's order.

Jay Gourley of the *Kentucky Post* and *Times-Star* was held in contempt of court for quizzing members of a grand jury about a case before them and taking their pictures. A \$500 fine was suspended, the court observing that the reporter was young and inexperienced.

A three-judge court in the District of Columbia invalidated Title 1 of the 1971 Federal Election Campaign Act because it placed "impermissible prior restraints" on newspapers with respect to political advertising. In effect, the law made a publisher enforce the limitation on expenditures by candidates for federal offices.

Benefits paid from a union-management trust fund cannot be demanded by non-employees of the participating newspapers.

That ruling was allowed to stand by the Supreme Court.

The Massachusetts Supreme Judicial Court ordered Liz Roman Gallesse, a *Wall Street Journal* reporter, to reveal her sources of information in an action for libel on the ground it was relevant.

Lucy Ware Morgan, *St. Petersburg* (Fla.) *Times* reporter, faced a jail sentence (five months) for contempt of court after she refused to reveal the source of her stories about a sealed grand jury presentation. In appeals court she said the prosecutor himself was one of her sources.

The celebrated case of William T. Farr, Los Angeles reporter who served a term in jail rather than disclose his source of a story during the Manson murder trial, took an unusual turn. He had said that his source was one of several attorneys, but he would not name the one. Now those lawyers sued Farr to tell, lest all be subject to contempt citations for violating the trial judge's orders against publicity.

The *Pittsburgh Press* won an important business decision against collection of a city tax on advertising gross receipts. The court agreed that space in the paper was not a manufactured product.

As editors worried about policy on reporting obscene or profane expressions, either in direct quotes or simple narrative, the Supreme Court of the United States handed down a 6-3 ruling that the contents of an underground paper at the University of Missouri could not be censored. "State colleges," the court declared, "are not enclaves immune from the sweep of the First Amendment."

LIBEL

"Public figures" won libel judgments against newspapers in two cases where juries found evidence of malice or reckless disregard of the truth, the criteria mentioned in the Supreme Court landmark rulings.

Justice James Sprouse, who ran for Governor of West Virginia, was awarded \$250,000 actual damages and \$500,000 punitive damages in judgments against the *Charleston Mail* and *Gazette* for stories of land deals that affected his campaign. An appeal has been filed.

Morkap Publishing Co., publisher of the *Montgomery County Sentinel* in Maryland, and several individuals (a former editor and two former reporters) were assessed \$356,000 in a verdict in favor of Dr. Fred L. Dunn Jr. The judge instructed the jury that the burden of proof was on the plaintiff to show "with convincing clarity" that an article rating high school principals as "unsuited" for their jobs was false and the defendant knew it was false or acted with reckless indifference to the falsity.

The *Cleveland Plain Dealer* was successful in an appeal from a \$1 million judgment. The stories might have been better written, the appellate court said, but there was no proof of reckless disregard of the truth on the part of the newspaper in publishing them. Also, the court disallowed a claim of invasion of privacy because there is no such specific guarantee in the U. S Constitution.

CHANGE OF OWNERSHIP

All but a very few of the 55 daily newspapers whose ownership changed hands became members of groups already owning three or more newspapers. Most active with acquisitions were Knight, Gannett, Thomson and Donrey organizations. Others adding to their holdings were Carmage Walls, Richard Hammell, the *Detroit News*, the Ogden family, and Ralph Ingersoll. The highest price reported for a single transaction was \$70 million for the *Fort Worth* (Tex.) *Star-Telegram* morning-evening-Sunday papers and affiliated weeklies and broadcast stations. The purchaser was Capital Cities Broadcasting Co.

A score of publishers of dailies purchased one or more weekly or semi-weekly newspapers and shoppers, both in their trading areas and beyond.

Booth Newspapers, a Michigan-based group, purchased *Parade* magazine from the John Hay Whitney interests and while Lord Thomson's U.S. organization picked up five more dailies here, Rupert Murdoch, the Australian press lord with successful ventures in England, paid \$18 million for the Harte-Hanks flagship papers in San Antonio, Texas. Murdoch and the Gannett Company became colleagues in a Holland-based company intent on buying into European communications firms.

In the face of unfavorable court decisions, S.I. Newhouse withdrew from a 13-year-old contest to obtain control of the *Denver Post*. He sold an 18% interest to the company for \$4.7 million.

The Gannett Co. did an about face by selling the "financially troubled" *Hartford Times* to the *New Haven Register* and *Journal Courier* for \$7 million. The sale was preceded by a legal fight between Lionel S. Jackson and his brother Richard S. Jackson, who have been feuding over control of the New Haven papers.

EMPLOYEE OWNERSHIP

While joining the family of publicly-owned newspaper publishing companies, the *Boston Globe* revealed that about one-half of its more than 2,000 employees are shareholders in Affiliated Publications Inc., a new holding company whose properties are the morning, evening and Sunday *Globe*. Operating revenue is around \$90 million this year and net income exceeds \$3 million.

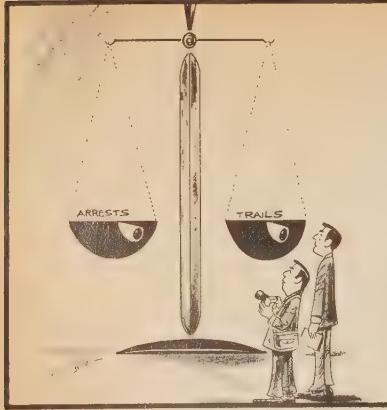
Additional shares purchased from the Faye McBeth Foundation increased the employees' interest in the Journal Company of Milwaukee to 90%.

In its first financial report to the public, the Star and Tribune Company of Minneapolis disclosed that 150 employees own stock; operating revenues amounted to \$93 million in 1972 and net earnings were \$5.6 million.

Times-Mirror Company, parent of the *Los Angeles Times*, *Dallas Times-Herald* and *Newsday* (Long Island, N.Y.), said its \$611 million revenues from all sources in 1972 made it the biggest of the 20 "public" companies that publish newspapers. Net earnings were \$42 million.

The Tribune Company, controlled by the McCormick-Patterson trusts of Chicago and New York, publicized its annual

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When the observers become the observed

statement showing gross revenues of \$546 million and a 1972 net income of \$19.3 million. The major elements in this diversified empire are the *Chicago Tribune*, *New York News*, *Orlando Sentinel Star* and *Ft. Lauderdale News*, and affiliated newspapers, that boast the largest combined circulation of U.S. groups.

JOURNALISM SCHOOLS

As for reservoir of job applicants, publishers were assured by journalism educators they need not fear. Total enrollment in "J" classes was up to 42,000 and 37,000 were counted as "journalism majors." Only 15 years ago the colleges were turning out job prospects at the rate of about 12,000 annually.

But the American Newspaper Publishers Association and the Association for Education in Journalism expressed concern as to the quality of the new breed. The teachers said there were not enough "J" students making the honor roll but they were fairly certain there were many "first-rate minds" to be directed into journalism.

To advance the cause of education in this field, the Frank E. Gannett Newspaper Foundation pledged considerable sums of money to several schools, notably the University of Florida (\$1 million), the Medill School at Northwestern University (\$300,000). Another major grant—\$2.4 million to Arizona State University—was made by family and friends for the Charles A. Stauffer Communications Arts Building.

Excellent, well-paid employment awaited the journalism graduates. Significantly, in the newspaper field, help wanted ads in E&P contained openings more varied than "reporter-photographer," "feature writer," "copy editor," and such. In the present scheme of multiple operations, students could look ahead to filling such posts as: "editor for group of community papers" or "seasoned M.E. to run news departments of small daily and its associated weeklies" or "reporters with two or more years of experience for growing group of small and medium-size dailies."

FREEBIES

A renewed outbreak of newsroom ethics put a firm ban on passes to sports events for many staffers of newspapers and wire services. Even "working press" tickets were spurned and, in a gesture of ac-



The shadow of doubt

claim, Madison Square Garden announced that 500 seats previously reserved for guests from the news media would be released at the box office.

In ethics confabs, editors railed against "freebies" of all sorts. But some advised moderation in setting policy. A strict return-the-gift rule could, some suggested, result in disturbing friendly relations with advertisers and news sources. The consensus seemed to be, as always, that a bottle or any gratuity worth less than \$25 will not "buy" a reporter or influence editorial judgment.

A Code of Ethics adopted by the Society of Professional Journalists, Sigma Delta Chi, decreed that journalists must be free of obligation to any interest other than the public's right to know the truth. "Nothing of value should be accepted," it states, because "gifts, favors, free travel, special treatment or privileges can compromise the integrity of journalists and their employers."

The *New York Post* transferred its harness racing handicapper to another job because he owned interest in a horse.

NEW BUILDINGS

Some publishers contributed to the enhancement of their home cities with new or remodeled newspaper plants in the downtown core areas, while others relocated their facilities in the suburbs to insure more efficient service and identify with the life-style beyond the city limits.

Monumental structures of unique architectural design were occupied by the Copley newspapers in San Diego and in Springfield, Ill., *Buffalo Evening News*, Westchester Rockland Newspapers, *Detroit News*, *Houston Chronicle*, *Tucson (Ariz.) Star* and *Citizen*, *Ottawa Citizen*. Among others moving into new quarters housing ultra-modern equipment were: *Shelby (N.C.) Daily Star*, *Miami Beach (Fla.) Sun-Reporter*, *Eugene (Ore.) Register-Guard*, *Sioux City (Ia.) Journal*, *Holyoke (Mass.) Transcript Telegram*, *Orlando (Fla.) Sentinel Star*, *Boulder (Colo.) Daily Camera*, *York (Pa.) Daily Record* and *Huntington (W. Va.) Advertiser* and *Herald-Dispatch*. New buildings for the *Nashville (Tenn.) Banner*, the *San Gabriel Valley (Calif.) Tribune*, the *Tulsa World* and *Tribune* and the *Tallahassee (Fla.) Democrat* were on the drawing boards.



With penetrating accuracy!

Also in the blueprint stage for 1974 were the plans of Dow Jones & Co. to build its 10th regional printing center in Orlando, Fla., for the *Wall Street Journal*. The cost was pegged at \$2 million.

THE COMICS

Two comic strips that earned a high degree of popularity in their long runs as newspaper features passed out of existence. One was "Terry and the Pirates," a Milton Caniff creation in 1934 that was produced by George Wunder in recent years. At its peak "Terry" appeared in 400 newspapers; the list dropped to 100. The second victim of the new youth culture with its disdain for military heroes was "Smilin' Jack," Zack Mosley's adventure story.

Three new daily strips caught on fast. Dick Browne introduced "Hagar the Horrible" with a theme of nonsense styled to the Viking era. Two other contrasted philosophical approaches to life by a brain, Dick Olden's "Genius", and by a bum, Jim Berry's "Benjy."

Deaths of their creators, Walt Kelly and Murat (Chic) Young, didn't mean the demise of "Pogo" and "Blondie." Associate artists and writers carried them on.

NAMES MAKE NEWS

While NASA (National Aeronautics and Space Administration) commands the spotlight in the nation's adventures into space, the newspaper industry can rely on its own space agency, the Newspaper Advertising Salesmen's Association (NASA), formerly the American Association of Newspaper Representatives.

This name change followed the adoption of Newspaper Advertising Bureau as the formal handle for the Bureau of Advertising, ANPA. The new NAB will have to ward off an identification problem with the radio-tv trade association, National Association of Broadcasters.

To erase its image as a secret fraternity on the college campus and express its broad interests, Sigma Delta Chi (SDX) is now known as the Society of Professional Journalists—Sigma Delta Chi. For a few years it was Sigma Delta Chi—the Professional Journalism Society. A simpler revision was made by the International Conference of Weekly Newspaper Editors—to the International Society of Weekly Newspaper Editors.

Group publishers weigh the future



Times-Mirror president is cautious

New York News head predicts changes

By Albert V. Casey

President of Times Mirror Co.

With respect to the review of performance by the major lines of business (Times Mirror Company)—in 1972 our newspapers generated slightly over \$280 million in revenues. In 1973 that figure should be approximately \$300 million and pretax income will also be up.

In total, newspaper margins in 1973 should return to a level approaching the good years of 1965, 1966 and 1969. The *Los Angeles Times*, the largest single component of this (newspapers) group, had revenues of \$176 million last year (1972) and this will approximate \$190 million this year.

The Times has experienced advertising lineage growth well above our expectations for this year (1973), especially in the second half.

While national advertising is somewhat soft, local advertising has been strong and classified is very healthy.

We instituted rate increases at the beginning of this year of approximately 4.5 percent at the Times and we hope to be able to raise rates by a great amount this coming year. At this time we do not know when such rate increases can be implemented because of uncertainties as to when economic controls will end.

Newsday (Long Island) has also experienced attractive gains in 1973. Revenues are up by nearly 13 percent and pretax profits are improving at a faster rate.

Newsday has succeeded in holding the line on costs and accordingly it has experienced strong improvement in pretax margins.

Good years in Dallas

The *Dallas* (Tex.) *Times Herald* had a very good year in 1972 and it seemed unlikely that it would record an increase. However, advertising revenue and pretax profits are also running ahead of last year.

At the *Times Herald* we had a modest advertising rate increase, averaging 3.4 percent at the beginning of this year. Some weakness has been experienced in national advertising but relatively good strength has been shown in local advertising, and excellent strength in classified advertising.

The *Orange Coast Daily Pilot* (Newport Beach, Calif.) continues its rapid growth with revenue and pretax profits up from prior years.

While the newspaper picture for 1973 has been excellent, it is our newsprint and forest products group which has provided the largest share of the momentum for the revenue and pretax growth which we have shown thus far in 1973 over 1972. Much of this growth is due to improved demand and prices for lumber and plywood products.

Since there has been no price increase in newsprint since March of this year (\$168 per ton), profits there have been somewhat squeezed as the year moved along. We are presently implementing an \$8 per ton increase which should benefit earnings in 1974.

(A Times Mirror fact book says that basic to the business strategy (of Publishers Paper Co.) is the concept of maximum utilization and conservation of wood fiber. To achieve this, the principles of appropriate integration, modernization, and internal and external expansion are applied. This concept has been proved successful

(Continued on page 14)

By W. H. James

Publisher of N.Y. Daily News

As we look at newspapers and their future, we must consider them in the light of three vital foundations: 1. the First Amendment, or the right to report the news. 2. economic security or the means to report the news. 3. that indefinable quality—that personal one-to-one relationship between the reader and his/her newspaper.

First the newspapers' right to gather and disseminate news and information is of deep interest to every citizen. The free and untrammeled dissemination of the truth—both good and bad—is as essential to a free society as the air we breathe. It is woven into the cloth of our Western concept of freedoms. We cannot conceive of being without it. We must all ask: Has this freedom been compromised? Will it be? Second, the newspapers' economic security—its sales, its efficiency—is of special interest to the business, investment and advertising communities—since it is a medium on which they rely for the conduct of their business life. And you may well ask: are newspapers growing? Are they reaching more people? Are they imaginative and creative in their marketing? Are they tuned to tomorrow's needs? Third, and what of this very special relationship between the reader and the newspaper? How will this intangible but imperative quality survive the changes that are going on today?

In the past the decades of the 1950s and 1960s have seen an unending stream of dramatic and many traumatic events throughout the world. And while these great social changes have been reported in the newspapers themselves some of us may not be fully aware of the accelerating changes in the newspapers themselves—changes in news coverage, changes in marketing techniques, changes in production methods.

And now for the risky business of forecasting the future. But I do have a number of predictions which, for me, the signs are fairly clear:

The journalism profession will continue to be in the forefront of the fight for the people's right to know. It will report the news as it happens, not as various segments of communities would like it reported. It will publish and 'blow the whistle' when it thinks the people should know. Newspapers will be criticized—and praised. But not controlled.

The decline of the number of newspapers in the big cities is virtually at an end. Only New York, of all U.S. cities, has general circulation newspapers with as many as three owners. Only Chicago has as many as four general circulation newspapers. But only two owners. Los Angeles has two papers. Boston has two. Washington D.C. has two.

In most cities the so-called flight to the suburbs will slow down. The concern for the quality of life in the cities will accelerate. Mass transit will be redeveloped, modernized and refinanced. The fuel shortage, which is not going to be short-lived, will accelerate the mass transit development and contribute to the cities' strength. The availability of labor, ready at hand, will keep job-giving activities in the cities. We will see a slow revitalization of urban living—with resultant benefits to the big city paper.

The suburban newspaper will continue to prosper, riding on slowed but continuing suburban growth, providing

(Continued on page 14)

Casey (*Continued from page 13*)

in the paper mills as well as other operations of Publishers Paper).

As to the outlook for 1974—most economic forecasts for 1974 look for a severe slowing of the economy in the fairly near future—but not a recession—(a recession is defined as two or more quarters of decline in real gross national product).

Let's look at the challenges which face Times Mirror in 1974:

The newsprint shortage is a problem at present but should not be a longer term concern, particularly as the price controls are lifted from the domestic newsprint products and they achieve price levels at which new plant investment becomes attractive.

We, like so many others, will no doubt continue to conserve newsprint rather carefully both in terms of the waste in production and in terms of the distribution of excess newspapers.

I'd like to make two additional points on newsprint. First, during shortages such as we have been experiencing, the large consumers who have dealt fairly with their suppliers in periods of glut will probably be better protected than the small independent. Second, those people who have a strong anchor to windward in terms of internal newsprint capability will no doubt be the newspaper publishers who have the strongest potential for growth and profitability in the years to come.

Let us turn now to our newspapers operations which are the other principal users of power throughout the company. The Los Angeles Times uses electrical energy as its primary source of power. We have been in close and frequent contact with the Los Angeles City Department of Water and Power to establish contingency plans in the event of power cutbacks, and are making strenuous efforts to conserve electricity.

The fleet of trucks which deliver the Times to the dealers at various distribution centers, currently operate on propane with the exception of a few which still use gasoline. There is plenty of propane available on the West Coast and currently the Times is on the priority user list.

At Newsday, the principal source of power is also electrical energy supplied by Long Island Lighting Company. LILCO burns fuel oil only; however, they do have coal available as a backup and the generators can be converted. It should also be remembered that the heaviest demand for that power system is during the summer months when the air conditioning systems are operating.

Our newspaper presses, elevators, computers and lights are all electrical and we do not anticipate a serious problem. The heating for the plant (Newsday) is mostly fuel oil and while there may be shortages, the management does not anticipate work interruptions.

The Dallas Times Herald similarly is a heavy user of electricity, dependent for its lighting, air conditioning and press power on the Dallas Power & Light Company, which is a subsidiary of Texas Utilities. Texas Utilities is primarily a user of fuel oil and/or natural gas for its power generation; however, it has a substantial backup of coal if when the emergency might arise.

Therefore, Dallas Power & Light is in relatively attractive energy position. Only its heating is gas powered and it is served by the Lone Star Gas Company, another public utility in good shape. Most of our other operating companies are principally editorial and people businesses which consume relatively modest amounts of energy.

All things considered, the direct impact on Times Mirror operations from the energy shortage, does not look as though it is serious at this time. What we do not know is the secondary impact which such shortages might cause in the economy in general, and what impact it might have on newspaper advertising.

In addition to the operating performances of the existing units, we look for additional growth from acquisitions and internal development. I should like very much to have you be aware that we are actively searching for newspapers, television properties, forest products related activi-

(Continued on page 34)

James (*Continued from page 13*)

the unique intimate local coverage.

The big city newspaper—when related to the suburban press—will be a competitive, and sometimes complementary, product to provide the news and advertising necessary to bridge the city and suburban communities. The bigger paper will develop innovative methods to compete in suburbia.

Newspapers will continue as the leading advertising media in advertising expenditures. Retail advertising will continue to be the major foundation of our volume, but television will take a direct aim at this and we will have tougher competition from television. We will build and develop that present close relationship between the local newspaper and the local merchant.

Newspapers will provide renewed competition for television in the struggle for the national advertising dollar. The locally-edited Sunday magazine will make an important contribution. Gains here will be definite but slow.

Classified advertising will see particularly strong growth; only newspapers can truly provide this very personal service.

More sophisticated sales tools will be developed. Market research will be conducted in greater depth and will be improved. Circulation gains will be sought, not for numbers alone, but where they will have the most meaningful advertising results. 'Target marketing' in both circulation and advertising will be the hallmark of this effort.

As the new printing technology comes into its rightful place in the news industry, we will see an acceleration in plant modernization, and an increase in capital spending.

The technology can be expected to move most strongly into the typesetting and page makeup operations. Simplified keyboarding of information; high speed computer processing of this information to provide images on video display terminals; and final newspaper page makeup on viewing screens will be in use in many newspaper shops by the end of the 1970s. These are a few isolated places where they can now be seen.

Photographic plate systems, already in limited use, will be similarly employed.

Higher speed, more efficient presses, will be available. The use of offset printing will spread—moving up the scale to the larger circulation papers.

Plateless printing (for which the technology is in its infancy) may be here in the late 1980s.

A major problem will lie in distribution. The printed product will still be trucked to retail outlets or to home delivery distribution centers—and costs in equipment, fuel and labor will continue to rise and, on an urban environment, rise rapidly.

Some of the larger city newspapers will adopt more suburban satellite printing operations to reduce delivery time and costs and to have closer identity with the local community.

We will see the now-growing newspaper groups expand and we anticipate new ones to be formed. While maintaining local editorial autonomy, these groups will seek to provide high-quality management guidance and techniques through more sophisticated corporate organizations, improving performance and profit.

Many of the newspaper groups, based on a big city newspaper, will wish to acquire more smaller-city newspapers where profits as a percentage of sales, and growth potential are higher. They will further diversify into specialty magazines, other publishing ventures, and into forest products to insure their paper and fiber supply.

The single family ownership, the personal newspaper proprietorships will decline, as high sales prices, personal estate problems and other factors make it desirable to sell.

Despite the promising entrance of new technology into our business, the sharply rising costs of labor and material costs of the newspaper will dictate new severe appraisals of newspaper economics.

Labor settlements in recent years have been very high, and that burden in this labor-intensive industry has been very heavy. Now we are faced with unprecedented in-

(Continued on page 34)

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for good people in good communities
in good states. Hopefully, some day, we
can serve you and your community, too.

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Winter Park: Sun Herald*

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Greensburg: Greensburg Daily News

KENTUCKY

Harlan: Harlan Daily Enterprise

Madisonville: Messenger

Middlesboro: Middlesboro Daily News

Hazard: Hazard Herald*

LOUISIANA

Opelousas: Daily World

MISSISSIPPI

Booneville: Banner Independent*

Corinth: Daily Corinthian

NEW MEXICO

Las Cruces: Las Cruces Sun-News

NORTH CAROLINA

Lenior: Lenior News-Topic

TENNESSEE

Blountville: Sullivan County News*

Elizabethton: Elizabethton Star

Dyersburg: State Gazette

Dyersburg Mirror*

New Tazewell: Claiborne Progress*

VIRGINIA

Bristol: Bristol Herald Courier

Bristol Virginia-Tennessean

Blacksburg: Blacksburg Sun*

Charlottesville: Daily Progress

Dumfries: Potomac News*

Pulaski: Southwest Times

Radford: News Journal

Suffolk: Suffolk News-Herald

Marion: Smyth County News*

WEST VIRGINIA

Princeton: Princeton Times*

*weekly or semi-weekly publications



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Charlottesville, Va. 22902

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Thos. E. Worrell, Jr.

Shield laws passed by 6 states in '73

During 1973 six states enacted legislation to shield newsmen from compulsory disclosure of their sources of news or unpublished materials. This brings to a total twenty-five states which afford some measure of privilege to newsmen in their efforts to gather and disseminate information.

Prior to this year nineteen states already had various forms of evidentiary immunity statutes in their codes. Maryland was the first state to enact such legislation in 1896. There was a lapse until the thirties when New Jersey (1933), Alabama (1935), California (1935), Arkansas (1936), Kentucky (1936), Arizona (1937), and Pennsylvania (1937) enacted their shield codes. These were followed shortly in the forties by Indiana (1941), Montana (1943), and Michigan (1949). Ohio followed suit in the fifties (1953).

There was a gap of over ten years until enactment of shield legislation in the sixties and early seventies. Louisiana (1964) was the first of the next series of states to enact protection laws, followed by Alaska (1967), New Mexico (1967), Nevada (1967), New York (1970), Illinois (1971), and Rhode Island (1971).

1973 has been the most active year in shield law enactment, with six states passing and four states amending their existing codes. States enacting legislation this year included Delaware, Nebraska, North Dakota, Minnesota, Oregon, and Tennessee. This brings to fifty percent of the states which now recognize the need for statutory protection for this aspect of the newsgathering process.

States which revised their codes during 1973 included California, Indiana, New Jersey, and New Mexico. These revisions strengthened the previous enactments, and show a responsiveness on the part of the legislative process to the traditional rulings against newsmen by the judicial branch.

These state codes reflect various approaches to the competing interests of the society, and thus vary in their provisions of who is protected, the news media included, the degree of protection afforded (absolute or qualified), where the shield may be asserted, and whether the newsmen can shield only his source of information or also his unpublished information.

After a flurry of activity in numerous states, only six states were successful in establishing such public policy by legislative enactments. Prior to this year there were sixteen reported cases wherein a newsmen relied upon a state privilege code to protect his source of information. There were only four cases wherein the basic issue was resolved in favor of the newsmen, one of which was negated by a subsequent ruling by the court. As a consequence, in only three cases were newsmen successfully able to defend against compulsory disclosure in reliance

upon a state statute. The deterrent value of a shield code upon an aggressive prosecutor, however, has not been ascertained.

During the early months of 1973 both houses of the United States Congress were actively considering legislation to provide a remedy of relief to the compulsory disclosure issue. Representative Kastenmeier, chairman of a House Judiciary Subcommittee, held hearings on the forty-two bills filed in the House of Representatives. Senator Ervin, chairman of the Senate Judiciary Subcommittee on Constitutional Rights, held hearings on the nine bills and one joint resolution submitted in the Senate. None of these bills reached the point of open discussion or vote by either chamber of Congress.

President Richard Nixon, first expressed opposition to such public policy, but the APME meeting in Disney World, Fla. suggested that he would consider the nature of the specific bill before deciding upon whether to sign or veto the measure.

PRSA elects chairman

Dr. Carl Hawver, executive vice-president of the National Consumer Finance Association, Washington, D.C., was elected 1974 national chairman of the 7,000-member Public Relations Society of America by the Society's Assembly of Delegates. The assembly also elected as vicechairman James F. Fox, chairman of the board, James F. Fox, Inc., New York, N.Y. Alan L. Berckmann, manager, community affairs, IBM Corp., Armonk, N.Y., was re-elected treasurer for the second consecutive year; and Jay Rockey, president, Jay Rockey Public Relations, Seattle, was elected secretary.

Deal is completed

News America Publishing Co., a subsidiary of News Ltd. of Australia, on December 26 completed its previously announced plan to acquire the newspaper assets of Express Publishing Co. for \$18 million. Included in the purchase were the San Antonio Express and News. Harte Hanks Newspapers Inc., owners of Express Publishing Co., said it would realize about \$15.5 million in cash from the sale after payment of income taxes. The amount includes about \$1.7 million in working capital to be paid to Harte-Hanks. News Ltd. of Australia is controlled by K. Rupert Murdoch.

Ads urge an end to price controls

The National Association of Manufacturers, continuing its battle to end price and wage controls, is making available to companies four newspaper ads.

"The NAM believes the only way to get fast action is to rally public support for the position that controls should be ended immediately," a spokesman said.

The "end price and wage control" ads were prepared in full page size.

Past Week's Range of Stock Prices

NEWSPAPERS	12/18	12/26
Affiliated Publications (AMEX)	75%	71/2%
American Financial Corp. (OTC)	133/4	131/4
Booth Newspapers (OTC)	131/4	131/2
Capital Cities Bldg. (NYSE)	311/2	311/2
Com. Corp. (OTC)	31/2	31/2
Cowles Comm. (NYSE)	51/8	51/8
Dow Jones (OTC)	191/2	111/2
Downe Comm. (OTC)	1	1
Gannett (NYSE)	33	303/8
Gray Comm. (OTC)	91/2	101/2
Harte Hanks (NYSE)	7	71/4
Jefferson-Pilot (NYSE)	353/4	353/8
Knight (NYSE)	257/8	21
Lee Enterprise (AMEX)	101/4	101/2
Media General (AMEX)	211/2	20
Multimedia (OTC)	113/4	101/2
New York Times (AMEX)	101/2	103/4
Panar (OTC)	21/2	21/2
Post Corp. (WISC) (OTC)	9	9
Quebecor (AMEX)	113/4	111/2
Ridder Publications (NYSE)	107/8	121/2
Southam Press (CE)	26	261/2
Spiegel (OTC)	91/8	93/8
Thomson Newspapers (CE)	12	12
Time Inc. (NYSE)	281/4	301/2
Times Mirror (NYSE)	163/4	163/4
Toronto Star (CE)	19	19
Washington Post (AMEX)	171/2	18

SUPPLIERS

Abitibi (CE)	111/4	123/8
Addressograph Multi. (NYSE)	95/8	95/8
Alden Electronics (OTC)	3/4	3/4
Altair (OTC)	33/4	33/4
Anglo-Canadian (CE)	147/8	151/4
Bail Corp. (OTC)	103/4	103/4
B. C. Forest (CE)	19	181/4
Berkley Photo (NYSE)	81/2	81/4
Boise Cascade (NYSE)	143/4	133/4
Compugraphic (AMEX)	233/8	243/8
Comuscans (OTC)	71/2	7
Crown Zellerbach (NYSE)	351/8	35
Cutter-Hammer (NYSE)	27	281/2
Dayco (NYSE)	123/8	131/8
Digital Equipment (NYSE)	901/2	991/4
Domtar (AMEX)	22	223/8
Dow Chemical (NYSE)	543/8	57
Dymo (NYSE)	141/2	133/8
ECRM (OTC)	71/4	63/4
Eastman Kodak (NYSE)	1091/4	112
Ehrenreich Photo (AMEX)	91/4	75/8
Eltra (NYSE)	253/8	281/8
General Electric (NYSE)	611/2	597/8
Georgia Pacific (NYSE)	377/8	38
Grace, W. R. (NYSE)	241/8	241/2
Great Lakes Paper (CE)	22	23
Great No. Nekoosa (NYSE)	461/8	437/8
Harris Intertape (NYSE)	301/4	283/8
Inmont (NYSE)	6	51/2
International Paper (NYSE)	49	503/8
Itek Corp. (NYSE)	121/4	137/8
Kimberly Clark (NYSE)	343/4	32
Log. Electronics (OTC)	53/8	47/8
MacMillan, Bloedel (CE)	331/4	311/2
Miltex Electronics (AMEX)	151/8	147/8
Milmaster Onyx (AMEX)	61/4	57/8
Minnesota Min. & Mfg. (NYSE)	781/2	735/8
Photon (OTC)	—	—
Richardson (NYSE)	81/4	81/4
Rockwell Intl. (NYSE)	241/4	255/8
Singer (NYSE)	361/2	363/4
Southland Paper (OTC)	16	18
Southwest Forest Ind. (NYSE)	71/2	71/8
Sun Chemical (NYSE)	15	141/2
Wheelabrator-Frye (NYSE)	113/4	121/2
White Consolidated (NYSE)	91/8	93/8
Wood Industries (AMEX)	7	61/2

ADVERTISING AGENCIES

Batten, Barton Durstine, Osborn (OTC)	117/8	121/2
Dorméus (OTC)	4	33/8
Doyle, Dane, Bernbach (OTC)	83/4	101/4
Foot, Cone, Belding (NYSE)	87/8	83/4
Grey Advertising (OTC)	8	7
Interpublic Group (NYSE)	97/8	103/8
Needham, Harper & Steers (OTC)	61/2	61/2
Ogilvy, Mathe (OTC)	141/2	16
PKL Co. (OTC)	3	1/4
J. W. Thompson (NYSE)	101/2	91/2
Tracy-Locke (OTC)	41/2	41/2
Wells Rich Greene (NYSE)	75/8	75/8

Salazar widow paid

Los Angeles County has agreed to pay \$700,000 to the widow of *Los Angeles Times* newsman Ruben Salazar. Salazar was shot and killed by a deputy sheriff in a Los Angeles bar in 1970.

The deputy fired a tear gas shell into the bar during disorders in a Mexican-American community. The shell struck Salazar in the head, killing him.

On keeping newspapers top-of-mind with advertisers.

Here's what Eugene S. Pulliam has to say—he's assistant publisher of The Indianapolis Star and The Indianapolis News—about seven ad research projects financed for newspapers over the years by the Newsprint Information Committee:

There is no question in my mind, and there has not been for some years, that the research studies sponsored by your organization have been one of the most useful and progressive developments in the sale of newspaper advertising.

Your most recent study certainly promises to be one of the best. Tom Crowe, our advertising director and president of INAE, tells me he saw the presentation to Chicago area agencies and advertisers and again it played "a dramatic role in keeping newspapers 'top of mind' among agencies and advertisers. There could have been no presentation without the research and, speaking personally, I am most grateful to the Newsprint Information Committee for making these research projects possible."

Despite our present problems—and yours—with newsprint shortages and prices, I join Tom in saying thanks and expressing the hope your program will continue.

Newsprint Information Committee
633 Third Avenue, New York, N.Y. 10017

Member companies and service representatives in U.S.:

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MacMillan Bloedel Limited
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MacMillan Rothesay Limited
MacMillan Bloedel Sales Inc.



Eugene S. Pulliam

Advertising scene

By Daniel L. Lionel

MS&C BUILDS NATIONAL LINEAGE VIA NETWORKS

January marks the fifth year since the shingle went up proclaiming the birth of Mathews, Shannon & Cullen, Inc., newspaper representatives. While the company is relatively young, its antecedents, Julius Mathews, Special Representatives, John W. Cullen and Shannon Associates, reach back to the beginning of the century. Part and parcel of the new organization is a basic sales concept for the many small newspapers represented—the setting up of newspaper networks within recognized marketing areas. It's a concept that works!

"When could you hope to see a full page Pan American World Airways ad in a 6000 circulation newspaper?" asks Bill Shannon, senior vicepresident, "unless the agency could make a basic market buy of a number of newspapers to accumulate sufficient circulation for adequate impact on a one order, one bill arrangement?" Of the 254 dailies on the Matthew, Shannon & Cullen roster more than half have been organized into 35 geographical networks designed to provide national advertisers with sufficiently large unit of circulation in aggregate to have a telling effect in a given distribution area. Shannon sees this accumulation of circulation, together with a combination network rate within a clearly defined ADI market, as a service to national advertisers and perhaps the best

means of obtaining national advertising revenue for smaller newspapers. Most newspapers on the MS&C list are in the 20,000 to 30,000 circulation range. Virtually all are located East of the Mississippi.

"Organizing the network," said Shannon, "is just the beginning." There follows regular sales meetings by ad managers and publishers quarterbacked by a MS&C staff representative who services the network from one of 18 company offices. Each network sets up its own promotional budget, which in many cases has led to the publication of colorful, fact-filled brochures with media and market data needed by media buyers contemplating an advertising schedule.

While the majority of MS&C newspaper networks are on the periphery of the market nucleus, they constitute a major factor in a given market's buying potential. To present the whole marketing picture to the potential advertiser MS&C frequently includes key newspapers which it does not represent in a proposed schedule.

For example, the brochure published by the Rockford, Ill. Network Newspapers covering the Rockford ADI, shows that its Network newspapers, when added to the Rockford newspapers, build market coverage up from 52% of the households to 73%, far above magazine coverage in the area and likewise well above the fragmented TV coverage available. To a marketer with a new product announcement or one promoting standard lines where the suburban impact is highly significant, adding the network to the nucleus newspaper buy is an essential in the marketing mix. "Network newspapers," says Shannon, "boast intense local readership and provide maximum merchandising support

in an area where they know their way around."

With their 18 offices concentrated East of the Mississippi MS&C sales reps are able to contact local and regional buying influences—brokers, distributors and wholesalers, on behalf of client newspapers. This is important for the many smaller newspapers which have no national staff salesmen. By the same token they pass along grass roots product and sales information to the home office team. Coordination of this kind can frequently result in stepped up local schedules to meet competitive challenges.

Because most of today's media buyers have grown up in an electronically oriented environment, Shannon would like to see more newspaper publishers and ad managers sit down with regional advertising and marketing people and go over their newspaper, page by page, to make them aware of precisely how the newspaper serves its market. He thinks it is good business to bring such people into the newspaper plant and show them mechanical improvements, have them meet editors, etc. In addition, he says, the newspaper should be constantly surveying its market and its own audience to bring fresh data to bear in its sales efforts.

Court upholds ad judgement

The conviction of a Washington, D.C. man charged with false advertising has been upheld by the D.C. Court of Appeals, December 5. The case was the first advertising case prosecuted in 30 years in Washington.

The action upheld conviction of Joseph Green, former Washington businessman charged with the false advertising of a sewing machine. He was convicted on 60 counts of false advertising, one count for each day the ad appeared in the *Washington Post*.

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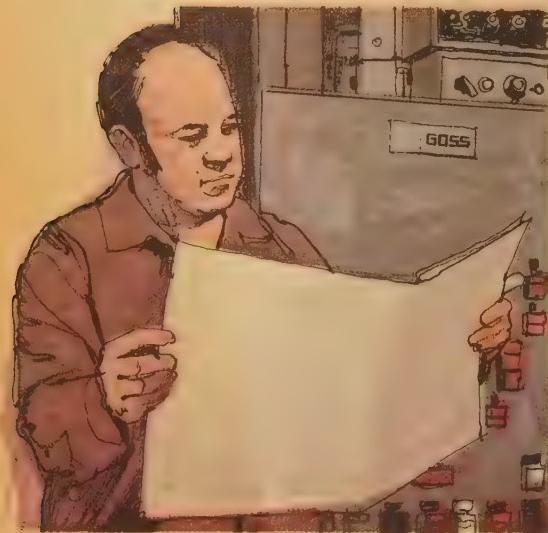
**"We needed a press that runs on newspaper schedules and turns out magazine quality color.
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—Joel Leuchter
General Manager
Vineland (N.J.) Times-Journal*

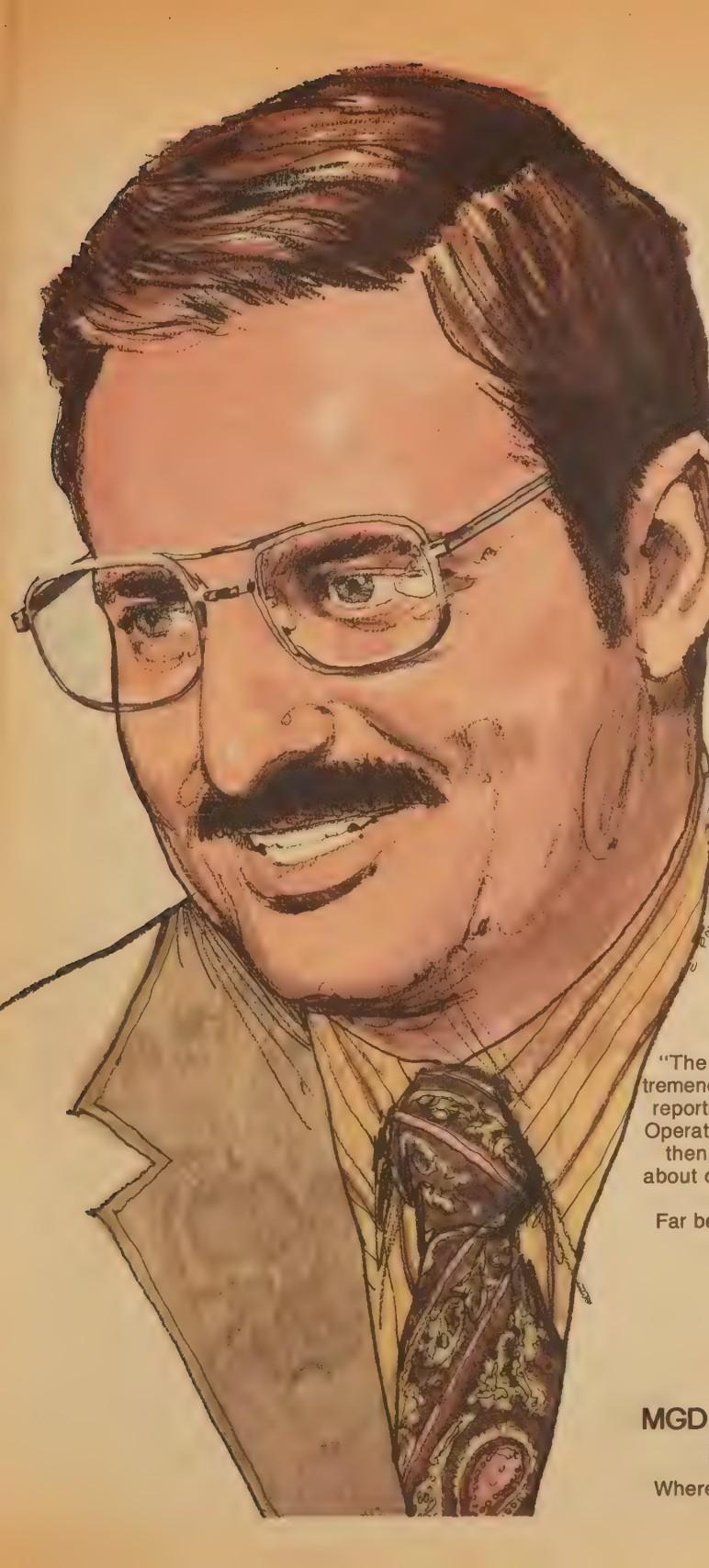
"We print Women's Wear Daily five days a week, along with the new 'W' publication. Plus circulars. It's a lot of color, too, but our Metro prints it on both sides of one web," says General Manager, Joel Leuchter.

"The press is well-engineered and Goss has a fine service organization, too."

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Rockwell International
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Deaths

JAMES ROBERT RANSOM, 58, veteran newsman formerly with the *Detroit Free Press*; November 13.

* * *

ROBERT M. COUR, 52, reporter and editor for the *Seattle Post-Intelligencer*; November 17.

* * *

BERNARD SCHRINER, 64, long-time composing room foreman, *Kankakee (Ill.) Daily Journal*; November 15.

* * *

JOHN L. HUFFMAN, 63, commercial artist for the *Indianapolis (Ind.) News* and *The Star*; November 16.

* * *

CHARLES D. WOOD, 59, executive financial editor of the *Los Angeles Times*; November 12.

* * *

RALPH W. MITCHELL, 87, retired manager of the Kelly-Smith Co., San Francisco, also formerly with Peninsula Newspapers Inc.; recently.

* * *

MARION B. CAMPFIELD, 63, women's editor, *Chicago Daily Defender*; November 5.

* * *

ETHEL PRITCHARD, 77, publisher of the *Galesburg (Ill.) Register-Mail*; October 25.

* * *

CHARLES N. WHALEN, 60, retired chief of the Associated Press, Springfield, Ill. capital bureau; October 25.

* * *

HUBERT MEWHINNEY, 68, former columnist of the *Houston (Tex.) Post*; recently.

* * *

DALE STAFFORD, 65, long-time publisher of the *Greenville (Mich.) Daily News* and former managing editor of the *Detroit Free Press*; November 5.

* * *

WILLIAM HENRY HOUSE, 72, automobile advertising salesman for the *Courier-Journal* and the *Louisville (Ky.) Times* 45 years. He retired in 1966; November 9.

* * *

SIDNEY F. SMITH, 83, business manager

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since 1929 of *The Daily Hampshire Gazette*, Northampton, Mass.; November 10.

* * *

BRIAN F. KING, 59, retired editor of the *Springfield (Mass.) Sunday Republican's* Roto section and a long-time columnist; November 19.

* * *

NAGEL HASKIN, 66, retired questions and answers columnist for *Washington Evening Star*; November 19.

* * *

MARTHA DEANE, 65, former reporter for Newspaper Enterprise Association, Scripps-Howard feature syndicate, who has conducted a weekly news and interview show on radio station WOR in New York since 1941; December 9.

* * *

SIDNEY L. CULLEN, 66, publisher of the tri-weekly *Rockland (Me.) Courier-Gazette*; December 9.

* * *

FRANK E. BARRETT JR., 29, sports reporter, *Lowell (Mass.) Sun*; November 27.

* * *

HARRY E. SLADE, 83, publisher of the *Manchester (Mass.) Cricket*, a weekly newspaper; November 27.

* * *

EVAN HAYES REDMON, 42, a former assistant press secretary to President Lyndon B. Johnson; Cambridge, Mass., November 27.

* * *

PAUL W. FISHER, 64, reporter for the *Kansas City Times* from 1931 to 1942 and retired public relations executive in the aviation industry—November 23.

* * *

JOHN W. GRAHAM, 76, former advertising director of the *Lorain (Ohio) Journal* and general manager of the *Mansfield (Ohio) News-Journal* from 1933 to 1946—November 15.

* * *

TOM COMPERE, 66, retired head of his

own public relations firm and day city editor of the *N.Y. Herald Tribune* in the 1930's and 1940's—December 17.

* * *

HENRY D. BRADLEY, 80, newspaperman for 65 years and former publisher of the *St. Joseph (Mo.) News-Press* and *Gazette*—December 14.

* * *

RUSSELL L. MCGRATH, 80, managing editor of the *Seattle Times* for 19 of his 41 years with the paper—November 28.

* * *

JOSEPH E. HELFERT, 79, editor of the *Beaver Dam (Wis.) Daily Citizen* from 1926 to 1970—November 28.

* * *

PHILIP T. RICH, 76, retired publisher of the *Midland (Mich.) Daily News*—December 4.

* * *

HAROLD E. JAMISON, 77, author of the "Jaunts with Jamie" column in the *Milwaukee Sentinel*—December 3.

* * *

KENNETH GREENE, 64, publisher of the *Iowa City Press Citizen*—December 9.

* * *

G. D. CRAIN JR., 88, chairman of Crain Communications, Inc., Chicago, publisher of *Advertising Age* and several other magazines in business and industrial markets—December 15.

* * *

DENNIS FRANK O'NEIL, 61, political reporter-columnist for the *Manchester (N.H.) Union Leader* for more than 25 years—December 10.

* * *

ROY G. MARKUSEN, 80, teletype engineer for U.P.I. during 30 of his 52 years with the company—December 7.

* * *

J. HAROLD BRISLIN, 62, reporter for the *Scranton (Pa.) Tribune* and *Scrantonian* who won a Pulitzer Prize in 1959 for his four-year campaign against labor violence in Scranton; December 20.

As the partridge said
from the pear tree:



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In "Test-Town, Pa." it takes just ONE day!

Fast action follows any advertising in the *Altoona Mirror*, true love of 98% of Altoona families—4 out of 5 in our market—for daily news and shopping information. Outside influences just don't count in the isolated, compact Altoona metro, so Mirror advertisers get top claim on practically all of our \$5-million-plus weekly retail sales.

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Daily newspapers sold during 1973

DAILIES

PAPER/CIRC.	BUYER	SELLER
Alexandria (Va.) Gazette (e-19,594)	Columbia (S.C.) State-Record	Alexandria Gazette Corp.
Auburn (N.Y.) Citizen Advertiser (e-18,230)	Ralph Ingersoll	Stockholders
Beardstown (Ill.) Illionian-Star (e-2881)	Delphos Inc.	Griffith Pub. Co.
Bradenton (Fla.) Herald (e-20,011, S-20,710)	Knight Newspapers	Page Corp.
Brazil (Ind.) Times (e-5513)	Nixon Newspapers	Cassel & James
Burlington (Kan.) Republican (e, except Tuesday and Saturday; 2586)	Glen German	John Redmond
Canonsburg (Pa.) Notes (e, except Sat.-5140)	Scripps League	Notes Pub. & Print. Co.

55 dailies sold in 1973; 46 were evening editions

A total of 52 daily newspapers in the U.S. and 2 in Canada were bought and sold during 1973. In addition, major newspaper groups or dailies also bought 76 weeklies. Ownership of 53 daily papers changed owners in 1972.

By far the largest sale involved the change in ownership of the *Fort Worth (Tex.) Star Telegram*. Agreement in principle was announced earlier this year that would provide for the sale of the paper and three broadcast stations for more than \$70 million.

Final sale of the paper has been delayed as the result of a suit brought before the Federal Communications Commission, concerning disposal of the broadcast station properties.

In other major transactions, Ridder Publications spent \$42.5 million to purchase the *Wichita (Kan.) Eagle* and *Beacon* from the Eagle and Beacon Publishing Company.

Australian publisher K. Rupert Murdoch purchased the *San Antonio (Tex.) Express-News* from Harte Hanks for \$18 million. Major groups were also active, with Scripps League acquiring 5 dailies and 1 weekly, Gannett buying 4 dailies and 1 weekly, Donrey Media buying 4 dailies and two weeklies.

Additionally, Thomson Newspapers bought two dailies, and Knight Newspapers purchased three dailies and one weekly. Panax was also active, with the purchase of three papers.

Seven all-day and Sunday papers were involved in sales. But of the remaining 47, 46 of the newspapers were evening/Sunday papers.

Just two papers, the *Muskogee (Okla.) Phoenix Times Democrat* and the *Waynesburg (Pa.) Democrat Messenger* were morning/Sunday papers. The total circulation of the dailies was 2,593,898.

Companion daily covers New Jersey shore areas

The *Long Branch (N.J.) Shore Record*, a morning daily, (circulation 9,700) is publishing a companion morning daily, the *Bayshore Record*.

The companion paper has identical state and national news and ads, with pages 1 and 3 reprinted with regional coverage of the Bayshore area of Monmouth County.

The Record Newspapers now have a combined circulation of 15,000, according to editor and general manager Dudley Thomas.

"We now have in-depth coverage of a dozen postal towns in Monmouth County," he said. "There are 53 towns in the county, but we felt it would be better to cover just 12 of them well."

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Daily newspapers sold during 1973

Cartersville (Ga.) Tribune-News (e, except Sat.-5283)

Clarksville (Tenn.) Leaf-Chronicle (e-16,492)

Coatesville (Pa.) Record (e-11,467)

Columbus (Ga.) Ledger & Enquirer (m-33,441, e-32,008, S-59,018)

Coos Bay-North Bend (Ore.) World (e-16,577)

Dade City (Fla.) Pasco East (e-6900)

Douglas (Ariz.) Dispatch (e-3987)

Flat River (Mo.) Journal (e, except Sat.-7952)

Fort Worth (Tex.) Star-Telegram (m/e-233,109, S-221,183)

**Buyer
Carmage Walls**

**Seller
J. Fleetwood**

Multimedia Inc.

Leaf Chronicle Co.

Ralph Ingersoll

Coatesville Record Inc.

Knight Newspapers

Page Corp.

Scripps League

The World of Coos Bay Inc.

Dix Newspapers

Anderson & Webb

Thomson Newspapers

Simpsons' Pub. Co.

Scripps League

Missouri Publications Inc.

Capital Cities Broadcasting

Carter Publications (Price \$70M)

(Continued on page 24)

Ridder to make added payment for Wichita

Ridder Publications Inc., New York, said an additional payment of \$1.5 million is being made to the selling stockholders of the Wichita Eagle & Beacon Publishing Co. Inc., pursuant to a February, 1973, purchase agreement.

The additional payment brings the total purchase for the Wichita Eagle and Beacon papers price to \$42 million plus a finder's fee of about \$1.2 million.

J-school gets grant

The Foellinger Foundation has given the Indiana University Foundation a \$50,000 grant to get up a learning laboratory in the school's journalism department.

The lab will be part of a remodeling of Ernie Pyle Hall, and will be equipped with audio-visual teaching aids such as tapes and slides.

Helene Foellinger, president of the foundation and publisher of the *Fort Wayne News-Sentinel*, announced the grant.

Poet editor's book

F. W. Randy Jaroch, a copywriter for Bozell & Jacobs, Inc., in Omaha, Nebraska and poetry editor for the *Omaha World-Herald*, has had his first book of poetry published. The book, "The Ripening," illustrated with photographs examines the cycle of life from birth to death and man's search for love and truth.

Former Hearst executive named president of Scaife's daily

Alan G. Nicholas, Sr., has been appointed president of the *Greensburg (Pa.) Tribune-Review*, it was announced by Richard M. Scaife, chairman and publisher. Nicholas will retain his position as editor-in-chief.

Nicholas, served at one time as publisher of the *Sun-Telegraph* in Pittsburgh. He was also a vicepresident of the Hearst Company in New York, and with the Hearst organization, served as assistant general manager of the Hearst newspapers in New York; assistant publisher of the *San Antonio Light* in San Antonio, Texas and vicepresident of radio station WCAE and television station WTAE-TV in Pittsburgh.

Nicholas has held other executive positions with the *New Orleans Item*, *Little Rock Democrat*, *Jackson Mississippi Clarion-Ledger* and the Horvitz newspapers of Ohio. At present, he is the owner of several newspapers in Oklahoma and Arkansas.

Nicholas's sons, Alan, Jr. serves as editor and publisher of the Nicholas Publications, Inc. and Wayne Nicholas is with the *Charlotte (N.C.) News-Observer*. Nicholas' daughter-in-law, Anne Nicholas, is a copy editor for *Readers Digest* in Pleasantville, New York.

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Hammell Newspapers' policy is simply expressed: Proficient operation of quality hometown newspapers, with complete local autonomy. We are pleased to announce the most recent additions to the Hammell group—

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DeKALB NEWS, Crossville, Alabama
MARSHALL MONITOR, Albertville, Alabama

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CUSHING DAILY CITIZEN
 Cushing, Oklahoma
OSKALOOSA DAILY HERALD
 Oskaloosa, Iowa
BOONE NEWS-PUBLICAN
 Boone, Iowa
NEVADA EVENING JOURNAL
 Nevada, Iowa

LINTON DAILY CITIZEN
 Linton, Indiana
WOWL RADIO
 Florence, Alabama
BOAZ LEADER-DISPATCH
 Boaz, Alabama
DeKALB NEWS
 Crossville, Alabama
MARSHALL MONITOR
 Albertville, Alabama

Daily newspapers sold during 1973

	Buyer	Seller
Gainesville (Tex.) Register (e-7510)	Donrey Media	Register Pub. Co.
Greensburg (Ind.) News (e-6361)	Worrell Newspapers	Greensburg News Pub. Co.
Greenfield (Ind.) Reporter (e-6238)	Home News Enterprises	D. Spencer
Hartford (Conn.) Times (e-134,045, S-130,617)	New Haven Register	Gannett Co.
Henryetta (Okla.) Daily Freelance (e, except Sat. 3516, S-3526)	Donrey Media	J. Leland Gourley
Hinton (W.Va.) News (e, M-F, 3881)	C. Hylton	Hinton Daily News
Jackson (Tenn.) Sun (e-24,968, S-29,990)	Des Moines Register & Tribune	The Sun Pub. Co.
Kinston (N.C.) Free Press (e-13,007)	Freedom Newspapers	H. G. Brayton
Kittanning (Pa.) Leader (e-12,181)	Thomson Newspapers	Simpson's Pub. Co.
Quebec City (Que.) L'Action-Quebec (e-19,815)	Jean Pelletier, Claude Royer	Catholic Diocese

(Continued on page 28)

Tribune Co. Expands

Chicago, Dec. 13 (Special)— Negotiations were completed this week for the purchase by Tribune Co. of the Van Nuys Publishing Co. and News Building Corp. of Van Nuys, Calif., which publishes the Valley News and Green Sheet.

The purchase was announced jointly today by Harold F. Grumann, chairman and chief executive officer of Tribune Co., and Maurice W. Markham, president of the Van Nuys Publishing Co.

The Valley News and Green Sheet was founded as a weekly newspaper in 1911. It now is published every Tuesday, Thursday,

Friday and Sunday with a total controlled circulation of 269,000 in the San Fernando Valley.

Markham will remain as president and publisher. The management, staff and editorial policy of the Valley News and Green Sheet will continue unchanged.

Tribune Co. publishes The New York News, Chicago Tribune, Chicago Today and other papers in Florida.

The purchase was negotiated by Frederick A. Nichols, president of Tribune Co., and W.H.

James, president of New York News Inc., with the assistance of Le Roy Keller, a New York media consultant.

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Guild members ratify \$42-a-week raise

Members of the Washington Star-News unit of the Washington-Baltimore Newspaper Guild voted overwhelmingly to accept a two-year contract providing for a \$42 increase in the present \$380 top minimum wage for fully experienced employees. Substantial fringe benefits are provided.

Under the new contract the top minimum for reporters, photographers and advertising salesmen will increase to \$422 with an immediate raise of \$12 per week, another \$12 weekly raise August 18, 1974 and an \$18 weekly raise April 21, 1975.

Fringe benefits include improved pension and sick leave plans, an increase from 12 to 14 cents a mile for automobile use and instructions to newsroom department heads that no free-lance personnel be given assignments that could be filled by staff members.

Negotiations between the Star-News and the Washington Post for a new contract with Columbia Typographical Union #601, which represents about 1,100 printers at the two newspapers, have been underway for several weeks without agreement but are continuing.

Reporters join Fla. reply law appeal

The Reporters Committee for Freedom of the Press in Washington, D.C. and the ANPA have filed an amicus curiae brief in U.S. Supreme Court supporting the Miami Herald's appeal of the Florida reply law.

The brief was filed on behalf of the committee's legal defense and research fund, who include columnist Art Buchwald, Tom Wicker and Anthony Lewis of the *New York Times*, and Jules Witcover of the *Washington Post*, among others.

The reporters claim that Florida's reply law, requiring newspapers to publish replies of their criticism of political candidates, violates the First Amendment by compelling newspapers to publish editorial material they do not wish to publish.

The brief also states that the law would have an adverse impact on news reporters, and would effectively block out news of other elections, state and federal.

"Most of the articles written on political or government subjects during the course of an election campaign would call into being an arguable right of reply," contend the reporters, thereby bringing endless waves of charges, counter-charges, and replies.

Alabama weekly starts

The Lamar County (Ala.) Leader, published and edited by Dwight T. Gentry, former managing editor of the *Tupelo (Miss.) Daily Journal*, has begun publication.

The publication is printed by offset and uses computerized typesetting equipment. The weekly will be published in the town of Sulligent.

Free press

(Continued from page 5)

press. He did not claim he was. He blamed those who gave information to the newspapers. He himself used the press for his own ends.

Accusing the Department of Justice of a massive and malicious campaign of news leaks, Mr. Agnew's lawyers issued subpoenas to newsmen in a pretended effort to discover the sources of the leaks.

I use the word "pretended" because it soon appeared that the complaints about news leaks were made only to strengthen Mr. Agnew's position in plea bargaining with the Justice Department. He had long since offered privately to resign. While that offer was still in force, Mr. Agnew gave a newspaper interview and made a public speech in San Francisco declaring that he would not resign even if indicted. That was another way of using the press in his bargaining with the prosecutors.

When Mr. Agnew declared he would not resign and subpoenas were issued to newsmen, I thought we were about to see another classic confrontation on a constitutional issue.

It seemed to me that Mr. Agnew's lawyers were trying to extend the fair trial principles of the Sixth Amendment in another direction. It was a direction different from that taken by the Watergate defendants who contended they could not get a fair trial because of the publicity that accompanied the Ervin committee.

Mr. Agnew's lawyers made a novel argument—not that their client could not get a fair trial, but that he could not even get a fair hearing by a grand jury. That seemed to me to be stretching the Sixth Amendment more than somewhat.

Federal Judge Walter E. Hoffman apparently did not think so. He gave the Agnew lawyers unprecedented authority to conduct their own investigation of news leaks.

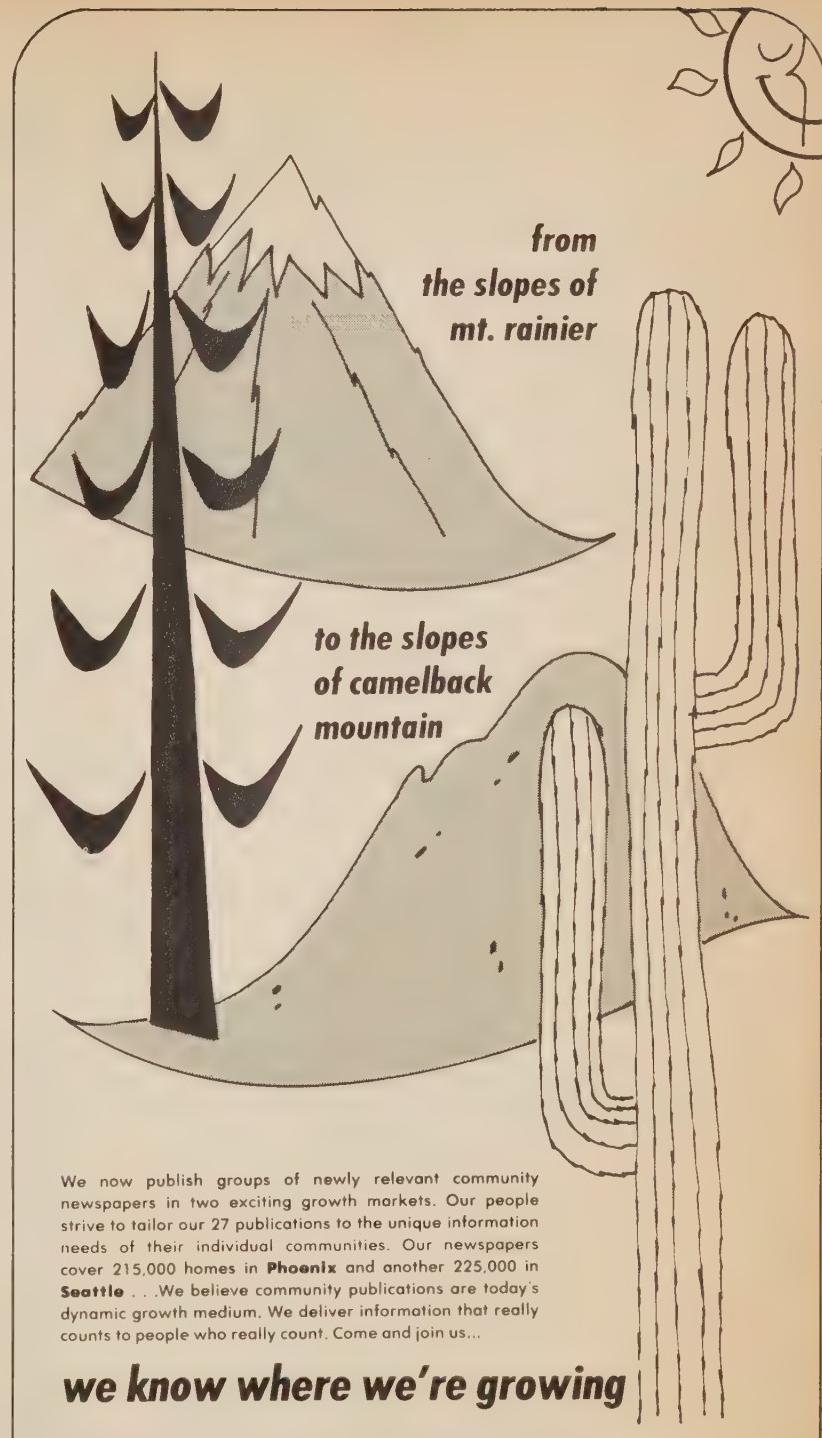
He said, "We are rapidly approaching the day when the perpetual conflict between the news media, operating as they do under freedom of speech and freedom of the press, and the judicial system, charged with protecting the rights of persons under investigation for criminal acts, must be resolved."

I never talk about that conflict without thinking back to the day when I appeared on a panel with Judge Skelly Wright before the American Society of Newspaper Editors. We talked about the Warren Commission's strictures against the press, and whether President Kennedy's assassin, Lee Harvey Oswald, could have been given a fair trial—if he had lived.

Judge Wright said, as I recall, "If you can't give a man a fair trial, don't try him."

I agree with that.

I am not persuaded that John Mitchell cannot get as fair a trial as Angela Davis. But, assuming that he can't and is for that reason acquitted, I still think it is more important that we have a free press to explore and expose the evils of our society than it is to send a few beaten and discredited men to jail.



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news-people

BRONSON HAVARD, current president of the Dallas chapter of Sigma Delta Chi, promoted to editorial writer and columnist for the *Dallas Times Herald*. A former Times Herald business and financial writer, Havard will also become a member of the Times Herald Editorial Board.

* * *

GILES E. PADEL of Harte-Hanks Newspapers, Inc., promoted to the office of corporate manager in charge of management selection and training. Padel previously was vicepresident in charge of personnel for the Express Publishing Co. and manager of training for Harte-Hanks.

* * *

CLYDE LAMONTE, of LaMotte News Service—elected president of the National Press Club. He succeeds DON LARRABEE of the Griffin-Larrabee News Bureau.

Others officers elected BILL GREENWOOD, Mutual Broadcasting System, vice president; RICHARD ZIMMERMAN, *Wall Street Journal*, secretary; BRUCE A. KOHN, New Zealand Press Association, treasurer, and HARLEY MURRAY, Whaley-Eaton News Service, financial secretary.

MIKE POSNER, Reuters, ROBERT A. FARRELL, McGraw-Hill Publications, and VIVIAN E. DAHLBERG, *Oklahoma City Times*, were elected to three-year terms on the board of governors and HOLMES ALEXANDER, syndicated columnist, was chosen to fill a one-year unexpired term on the board.

* * *

BERTRAM G. (JERRY) BURKE, 65, director of production and distribution, San Diego (Cal.) Union-Tribune Publishing Co., will retire, effective December 31, after 25 years with the newspapers.

* * *

PLINY CASTANIEN, 65, veteran police reporter, San Diego (Cal.) *Union*, will retire effective December 31, after more than 40 years in newspaper work, including nearly 26 years with the *Union*.



CHANDLER

LEWIS

DOROTHY BUFFUM CHANDLER, assistant to the chairman of the board and director emeritus, Times-Mirror Co.—named the 1974 recipient of the Humanitarian Award of Variety Clubs International for her achievements in behalf of education, fine arts, social welfare, and her work in establishing the Children's Hospital in Los Angeles.

* * *

BILL LEWIS—named personnel manager of the *Las Vegas Review-Journal*. He was previously with the Bear Brand Hosiery Co., Fayetteville, Arkansas.

* * *

ROBERT S. GALLAGHER—named executive editor of the *La Crosse* (Wisc.) *Tribune*, succeeding KENNETH O. BLANCHARD, who was appointed publisher of the Tribune October 1. Gallagher was previously assistant editor of Monsanto's trade magazine.

* * *

New appointments at the *Minneapolis* (Minn.) *Star* and *Tribune* newspapers: ROBERT F. SOLI—to automobile accounts representative, general advertising department. MIRO MEDVED—to mailroom operations manager, replacing OSCAR H. POSSEHL, who is retiring. JEAN BLY—to production coordinator.

Editorial appointments at the *Lincoln* (Neb.) *Journal*. JACK HART—to managing editor. DICE HERMAN succeeds Hart as editorial page editor. GILBERT SAVERY promoted from news editor to assistant managing editor. DON FERGUSON, metropolitan editor, to leave the paper to go into independent consulting work in educational public relations.

* * *

J. HART CLINTON—elected chairman of the board of the California Press Association.



CASTLEBERRY

TIGNOR

VIVIAN CASTLEBERRY, women's news editor of the *Dallas Times Herald*—appointed to the Times Herald Editorial Board. Ms. Castleberry is the first woman to hold this position. She has been with the paper since 1965.

* * *

HOWARD R. TIGNOR—named treasurer of the *St. Louis Globe-Democrat*. He succeeds HERMAN O. WILKAT, who retired for disability reasons.

* * *

MARC W. ANTHONY, publisher of the *Scottsbluff* (Neb.) *Star-Herald*—appointed to the board of the Nebraska Association of Commerce & Industry.

* * *

KARL O'QUINN—named sports editor of both the *San Antonio* (Tex.) *Express* and the *San Antonio News*. DAVID SHUTE—named assistant city editor of the *Express*.

* * *

ED ORAZEM, sports editor of the Pueblo (Col.) *Star-Journal* and 58 year employee of the paper—retired Dec. 1.

* * *

TERRY BOCHATEY—named manager of UPI's Columbus (Ohio) pictures bureau.

* * *

W. STANLEY DEHIMER, *Rome* (N.Y.) *Sentinel* advertising director, and CONSE R. DE LUTIS, managing editor of the *Sentinel*—to retire. The two men have a combined total of 100 years with the paper.

* * *

GEORGE VEON has been named personnel director of Lee Enterprises, Inc. He succeeds LARRY SIEGEL who has been appointed general manager of the Billings (Mont.) *Gazette*. Prior to joining Lee, Veon was director of employee relations at the *Des Moines Register and Tribune*.

* * *

ED CONRAD, former *Philadelphia Daily News* sports writer—named assistant editor of *Globe Communications* in Montreal.

For over forty years successfully matching sellers with buyers and negotiating sales of newspaper publishing properties.

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George J. Cooper

Maurice K. Henry

in the news



MILLER



ANDERSON

ELMER MILLER—retiring as editor of the *New Rochelle* (N.Y.) *Standard-Star* after 47 years at the newspaper. WALTER ANDERSON, 29, previously county bureau editor for Westchester-Rockland Newspapers, will succeed Miller as editor and general manager.

* * *

FRANK KREHL, advertising director of the *Freeport* (Ill.) *Journal-Standard*—to retire from that position but to remain with the paper as part-time credit manager.

* * *

CHRISTOPHER G. DARRELL, food and fashion writer for more than 80 newspapers and magazines—elected a vice-president of Dubonnet Wine Corporation and assigned responsibility for promotion of wines.

* * *

JOAN CROSBY, syndicated tv columnist for NEA—signed to play the role of Birdie in Paramount Pictures' "The Day of the Locust."

* * *

Three assignments in the Southern Division of UPI—THOMAS J. BEATTY—becomes Southern division sales manager and regional executive for Georgia and Alabama; EUGENE POYTHRESS—named regional executive for North and South Carolina; JACK YOUNG—appointed South Carolina newscictures manager and sales coordinator.

* * *

TED SHIMIZU—appointed UPI news editor for Japan, succeeding DALE D. MORSCH, recently transferred to Montreal to become UPI news editor for Canada.



Wool is warmer
in winter.

MERREL D. STAFFORD, composing room superintendent at the Harrison, N.Y. plant of Westchester-Rockland Newspapers—appointed assistant to the director of production, RICHARD A. AHLSTROM. JOHN S. GARVEY, photo composition foreman—promoted to superintendent of the composing room.

* * *

C. J. LEAR, editor of the *News of the World* in London, England—named editorial manager of the company. Succeeding Lear, who will administer both the Sun and News of the World, is PETER STEPHENS, associate editor.

* * *

ALFRED W. KEARNS—named credit manager of *Toledo Blade-Times*, succeeding ROBERT GUINSLER, who took a similar position in Fort Lauderdale, Fla. HAROLD R. WOLFE—named director of purchasing for the papers, in addition to his job as business office manager of the Blade.

* * *

NANCY BALTAZAR, reporter for the *Los Angeles Times* in Burbank, Cal.—elected president of the Los Angeles chapter of Sigma Delta Chi. Ms. Baltazar is first woman chosen for this position. Also elected, JESS MARLOW, KNBC news anchor-to first vicepresident; BOB BLACKMAN, adviser to Cal. State U. student chapter-to second vicepresident.

* * *

GREG HUGHES, police reporter for *Valley News*, Van Nuys, Cal.—to *St. Paul* (Minn.) *Pioneer-Press*.

* * *

RAYMOND DUMONT—named controller of the *Boston Herald American* and *Sunday Herald Advertiser*. Formerly controller of the *Hartford Times*, he replaces LEONARD CARTER, who has been appointed director of finance.

* * *

LEO J. WOZNIAK, assistant telegraph editor, *Kansas City* (Mo.) *Times*—named telegraph editor; and KENNETH R. CANFIELD, *Times* copy chief—named assistant telegraph editor.

BARNETT D. LASCHEVER, Sunday editor—appointed promotion director, *Hartford* (Conn.) *Times*. Laschever will continue as travel editor and garden columnist. ROBERT E. KRIEGER, of news staff—appointed Sunday editor.

* * *

NORMAN KEMPSTER—named White House correspondent for the *Washington Star-News*, replacing GARNETT D. HORNER, who has retired.

* * *

JIM BLAND—appointed production manager of Dow Jones & Company's Dallas printing facility, replacing RAYMOND EBY, who has joined the *Detroit News*.

* * *

ROBERT L. PISOR, staff writer with *Detroit News*—named to receive the first annual Morgan O'Leary Award for excellence in political reporting, sponsored by University of Michigan. Prize was \$400.

* * *

CHARLES H. EVERILL, corporate director of marketing for Harte-Hanks, named assistant publisher of the *Hamilton* (Ohio) *Journal-News*, a Harte-Hanks newspaper.

* * *

CARL LARSEN—transferred from the Copley Newspapers training program to copy editor, *San Diego* (Cal.) *Evening Tribune*. NICK CANEPA—from Tribune Action Line to training program.

* * *

HARRY MONTGOMERY, former associate publisher of *Phoenix* (Ariz.) Newspapers, Inc., and Associated Press executive, has been named chairman of the 13-member Citizens' Advisory Committee on Conflict of Interest.

* * *

ANDREW C. MCKINNEY, marketing services director, *Toronto Star*—appointed sales manager of Star Print Services' roto division.

* * *

ROBERT R. LYNCH, JR., former director of the Division of Information Services at the University of Florida—named managing editor of the *Southern Beacon* (Statesboro, Ga.).

John A. Park, Jr.

Confidential Handling

Newspaper Ownership Changes

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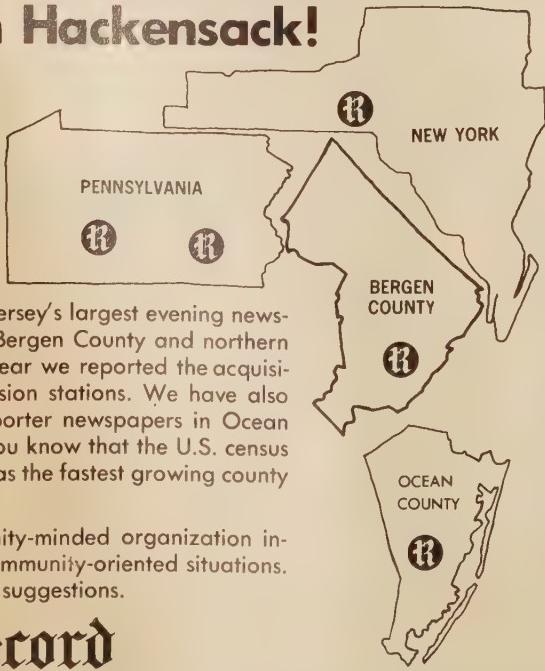
18 Years Nation-Wide Personal Service

Daily newspapers sold during 1973

	Buyer	Seller
Lexington (N.C.) Dispatch (e-11,159)	New York Times Co.	F. Sink
Lexington (Ky.) Herald-Leader (m-55,090, e-32,518, S-78,968)	Knight Newspapers	J. G. Stoll
Linton (Ind.) Citizen (e, except Sat.-6498)	Hammell Newspapers	Linton Daily Citizen Inc.
Lockport (N.Y.) Union Sun & Journal (e-15,692)	Park Newspapers	Union Sun & Journal Inc.
Marietta (O.) Times (e-14,616)	Gannett Co. Inc.	The Times Co.
Mattoon (Ill.) Journal Gazette (e-11,771)	Howard Publications	Mattoon Journal Co.
Medford (Ore.) Mail Tribune (e-24,005, S-25,630)	Ottaway Newspapers Subsidiary of Dow Jones Co.	Medford Printing Co.
Millville (N.J.) Daily (e-6930)	Times Graphics, Subsidiary of Detroit News	Millville Pub. Co.
Monongahela (Pa.) Herald (e, except Sat.-7598)	Scripps League	Monongahela Pub. Co.

(Continued on page 31)

Remember that little daily in Hackensack!



The Record, New Jersey's largest evening newspaper, serves rich Bergen County and northern New Jersey. Last year we reported the acquisition of three television stations. We have also purchased The Reporter newspapers in Ocean County, N.J. Did you know that the U.S. census designated Ocean as the fastest growing county in the nation?

We are a community-minded organization interested in other community-oriented situations. We're still open to suggestions.

The Record

New Jersey's Largest Evening Newspaper

Published Daily and Sunday in Bergen County, N.J. National Representatives: Sawyer-Ferguson-Walker Co.

Ancorp fined for charges to 3 NYC papers

Officials of Ancorp National Services Inc., a leading newsstand dealer, are declining comment on a \$204,200 fine levied against them as penalty for exacting special payments from three New York City newspapers.

Myron Garfinkle, 27, who became chairman and chief executive officer of the firm last March, was reported to be on vacation and unavailable for comment December 18-20. Ronald S. Itzler, general counsel for the company, declined comment.

Garfinkle succeeded his father, Henry, 70, in the post earlier in the year when the company announced plans to file Chapter XI reorganization proceedings under the bankruptcy act.

The FTC said Judge Dudley B. Bonsal had ruled that the company had violated a 1964 FTC order barring it from charging promotional fees to the publisher of the *New York Times*, the *Daily News* and the *New York Post*.

A suit, filed by the Justice Department at the FTC's request, alleged that Ancorp demanded and received the fees while competing newsstand dealers weren't getting similar compensation for displaying and promoting those newspapers.

The suit said that Ancorp, which operated as American News Co. before changing its name in 1969, received \$2,500 a month from the Times, \$500 a week from the News and \$50 a month from the Post from December, 1965 to February, 1969.

Valley gets new paper

A new weekly newspaper was launched in the Panther Valley area of central eastern Pennsylvania Nov. 27.

The *Weekly Gazette* is published by Gazette Publications, Inc., publishers of the historically-oriented monthly tabloid, *The Valley Gazette*.

The Gazette incorporated and issued stock to acquire the necessary equipment to enter the weekly newspaper field. Press work will be farmed out.

The new weekly will serve the towns of Jim Thorpe, Nesquehoning, Lansford, Summit Hill, Coaladale, Tamaqua and Hometown.

New weekly launched

The *West Branch Trader of Jersey Shore* (Pa.) began publication November 15. The new weekly will serve Jersey Shore and surrounding communities, including Woolrich, Linden, English Center and the Nippenose Valley.

Publishers Charles and Carol Haun announced that the newspaper is designed to concentrate on "local news, local history, and the promotion of local business."

Daily newspapers sold during 1973

	Buyer	Seller
Murray (Ky.) Ledger and Times (e-6687)	Murray Newspapers	J. C. Williams
Muskogee (Okla.) Phoenix Times-Democrat (m-20,842, S-21,213)	Gannett Co. Inc.	Oklahoma Press Pub. Co.
Niagara Falls (Ont.) Review (e-18,720)	Thomson Newspapers Inc.	F. H. Leslie Ltd.
North Tonawanda (N.Y.) News (e, M-F-18,331; Sat. m-18,138)	Ralph Ingersoll	Ruth Hewitt/Tonawanda Pub. Co. Includes sales of weekly Kenmore (N.Y.) Record-Advertiser (32,200)
Peekskill (N.Y.) Star (e-13,786)	Ogden Newspapers	Peekskill Star Corp.
St. Charles (Mo.) Banner-News (e, except Sat.-11,133)	Ogden Newspapers	Show Me Publications
Salem (Ore.) Statesman and Capital-Tribune (m-41,752, e-24,180, S-42,612)	Gannett Co. Inc.	The Statesman-Journal Co.
Salida (Colo.) Mountain Mail (e, except Sat.-1732)	G. Lederman	Grand Junction Sentinel
San Antonio (Tex.) Express-News (m-82,067, e-66,504, S-130,000)	K. Rupert Murdoch	Harte-Hanks (Price \$18M.)
Selma (Ala.) Times-Journal (e, except Sat.-10,463, S-10,588)	Selma Newspapers	Selma Times Journal Pub. Co.
Seymour (Ind.) Tribune (e-9186)	Freedom Newspapers	T. Conner

(Continued on page 32)

Alaska weekly bought

Emil and Jo Blahut, formerly of Roseville, Mich., have purchased the *Midnight Sun*, Delta Junction, Alaska. Former owner was Mrs. Janice Fleser of Delta Junction.

The *Midnight Sun* is a tab-sized, offset, weekly publication serving the vast Interior Alaska which includes Delta, North Pole, Tok and Glennallen.

This is a family venture with Emil serving as publisher; wife Jo, editor; son, Robert J., business and advertising manager, and daughter, Sandra, advertising art and graphic arts.

Mrs. Blahut was former women's and travel editor at the *Utica (Mich.) Daily Sentinel*. She also worked for the *Macomb Daily* and the *Oakland Press*, Pontiac, and did freelancing for the *Detroit News* and other Detroit area publications.

The Blahuts now are making their home in Big Delta, Alaska.

New award

Establishment of a yearly prize for "journalism in the Henry George spirit" has just been announced by the Henry George School of Social Science. The award is symbolized by a bronze medal to be provided annually by Mrs. J. Rupert Mason in memory of her husband, a long-time San Francisco investment banker and founding director of the Northern California School. A \$500 cash prize accompanies the medal.

The award will focus on journalistic work appearing during the previous calendar year that best promotes public understanding of basic Economic principles. The award is open to all media.

Court upholds FTC Firestone ruling

The Supreme Court December 17 let stand a Circuit Court ruling upholding a Federal Trade Commission ruling that struck down certain tire advertising claims made by the Firestone Tire and Rubber Co.

The FTC had acted upon claims made by Firestone that its "Super Sports Wide Oval" tire "stops 25 per cent quicker." By refusing to review the appeal made by Firestone, the Court upheld the ruling by the 6th Circuit Court.

DEAR Newspapers

... now in the third generation of newspaper experience, responsibly serving an expanding group of responsive communities:

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- Elizabeth City (N.C.) Advance
- Hampton (N.H.) Union
- Henderson (Ky.) Gleaner
- Hertford (N.C.) Perquimans Weekly
- Calhoun (Ky.) McLain County News
- Sedalia (Mo.) Democrat and Capital
- Virginia Beach (Va.) Sun

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Aluminum foil ad

A special insert of aluminum foil will be run in the *Washington Post* for an Aluminum Company of America advertisement on February 24.

The insert will require 151 miles of aluminum wrap. Each roll weighs 700 pounds.

Daily newspapers sold during 1973

	Buyer	Seller
Springdale (Ark.) News (e, except Sat.-8982, S-5931)	Donrey Media	T. C. Sanders
Springfield (Mo.) News Leader Press (m-31,001, e-49,478, S-78,701)	Gannett Co. Inc.	Springfield News- papers Inc.
Sweetwater (Tex.) Reporter (e, except Sat.-4801)	Donrey Media	Sweetwater Reporter Inc.
Tiffin (O.) Advertiser-Tribune (e-11,464)	Buckner News Alliance	Advertiser-Tribune Co.
Vineland (N.J.) Times-Journal (e-17,177)	Detroit News	Times Graphics
Waynesburg (Pa.) Democrat- Messenger (m-5314)	Scripps League	Democrat Printing Co.
Wheaton (Ill.) Journal (e, except Sat.-5151)	Copley Newspapers	Dear Publications
Wichita (Kan.) Eagle and Beacon (m-126,000, e-59,089, S-187,537)	Ridder Publications	Wichita Eagle and Beacon Pub. Co. (Price \$42.5M.)
York (Pa.) Record (e-46,931)	Scoggins Pub. Co.	York Gazette Co.

Weekly papers acquired by dailies in 1973

BUYER	WEEKLIES	SELLER
Cambridge (O.) Daily Jeffersonian	Newcomerstown (O.) News (2840)	—
Courtland Communications	Orange County (N.Y.) Free Press, Newburgh, N.Y. Southern New York Publishers, Monticello, N.Y.	McKinney Associates
Chicago Tribune	Van Nuys (Cal.) Valley News and Green Sheet (4X weekly-26,256)	
Delphos Inc.	Highland (Ill.) News Leader (6900)	R. Hoffman
Detroit News	Hammonton (N.J.) News (4493)	—
Donrey Media Group	Carmel (Calif.) Pine Cone (4705)	George Dobry
Dymer Communications	Carmel Valley (Calif.) Outlook (1925)	George Dobry
Elyria (O.) Chronicle Telegram	Huntington (N.Y.) Long Islander (16,197)	—
Florida Publishing Company	North Ridgeville (O.) Light (13,000)	—
	Bunnell (Fla.) Flagler Tribune (1106)	—
	Crescent City (Fla.) Courier Journal (1419)	—

(Continued on page 34)

25 newswomen to share \$12,450 in prize money

Winners in the 14th annual Penney-Missouri Newspaper awards competition were announced in Columbia, Mo., Christmas Day by Dean Roy M. Fisher of the University of Missouri School of Journalism.

A total of \$12,450 will go to the 25 winners in the national program to recognize reporting and editing excellence in women's interest journalism.

Awards will be presented at the annual workshop and awards dinner in Columbia, Mo., in March. There was a total of 1,064 entries from 330 newspapers. The winners:

The Paul Myhre awards for excellence in reporting:

Series—Barbara Abel, *Milwaukee Journal*, \$1,000. Special Awards of \$100 each to Frances Cerra, *Newsday*, and Irene Nolan, *Louisville Courier-Journal*.

Single Story—Ena Naunton, *Miami Herald*, \$1,000. Special Awards of \$100 each to Diana McLellan, *Washington Star-News*; Jean Douglas Murphy, *Los Angeles Times*; Sam Newland, *Minneapolis Tribune*, and Laura White, *Boston Herald American*.

Fashion Reporting: Carol Sutton, *Louisville Courier-Journal* \$1,000. Special Award of \$100 to Yvonne Petrie, *Detroit News*.

Sections and their editors:

Class I: (Dailies up to 25,000 circulation)—first, *Evening Times*, Melbourne, Fla., Lucille H. Kahn, \$1,000; second, *Arlington Heights Herald*, Illinois, Patricia D. Adam, \$500; third, *Capital Journal*, Salem, Ore., Shelley Burrell, \$250; Honorable Mentions to *Keene* (N.H.) *Sentinel*, Pat Haley, and *Star Advocate*, Titusville, Fla., Shirley Davis.

Class II: (25,000 to 100,000)—first, *Todays*, Cocoa, Fla., Mary Ann Hill, \$1,000; second, *Journal-News*, Rockland County, N.Y., Clara Trampe, \$500; third, *Orange Coast Daily Pilot*, Costa Mesa, Calif., Bea Anderson, \$250.

Class III: (100,000 to 200,000)—First, *Christian Science Monitor*, Boston, Nan Trent, \$1,000; second, *Virginian-Pilot*, Norfolk, Va., Shirley Bolinaga, \$500; third, *Journal Herald*, Dayton, Ohio, Virginina Hunt, \$250.

Metro: (200,000 up)—First, *Detroit News*, Ruth C. D'Arcy, \$1,000; second, *Miami Herald*, Dorothy-Anne Flor, \$500; third, *Boston Herald American*, Maureen Taylor, \$250.

Class IV: (Weeklies)—First, *Southfield* (Mich.) *Eccentric*, Kristy Montee, \$1,000; second, *Birmingham* (Mich.) *Eccentric*, Mary Connelly, \$500; third, *Kettering-Oakwood* (Ohio) *Times*, Anita Richwine, \$250.

•

Panax buys a weekly

An agreement in principle has been reached for the purchase of the *Dearborn (Mich.) Press* (circ. 15,953) by Panax Corporation.

Upon completion of the purchase of the *Dearborn Press*, Panax will publish 8 daily and 30 weekly newspapers in Michigan, Indiana, Illinois, and Florida.

Science-based news provides wide field for Winter column

By Lenora Williamson

The one-word title for the new syndicated column by a former New Jersey newspaperwoman simply spells out her conviction that what a reader wants to know from science related news is just "how it applies to me."

The column by Ruth Winter is titled "YOU" and aims to personalize implications of developments, trends, and discoveries in science and the humanities.

Mrs. Winter explains that arriving at the editorial point of view that governs her writing approach for the individual reader took some time since her former reporting and science editing jobs naturally emphasized the news angle.

The new column for the Los Angeles Times Syndicate also has an unusual dimension in that while "YOU" is a weekly feature, it also includes four 5-part series each year as part of the package.



Ruth Winter

The first of the series in 1974, "The Mind Manipulators", is set for January and explores surgical and mechanical manipulation of the mind, mind drugs, hypnosis and meditation, and even so-called Madison Avenue manipulators. Also possible series during the year include a study of "Children of Change"—what is and will happen to children whose parents have adopted the new lifestyles ranging from commune living to unmarried parenthood and new techniques of child rear-

ing. Another, "Guess What You Just Ate—And Why!" will outline scientific developments in the food industry, including making food from paper and fungus and new findings on emotional uses of food.

Ruth Winter grew up in New Jersey and was a general assignment reporter for the Newark Star-Ledger for several years before she married Dr. Arthur Winter and moved to Houston. There she was a Houston Press reporter. When the family moved back to New Jersey, Ruth rejoined the Star-Ledger and was the paper's science editor. She now works at home in Short Hills. Ruth has also written for Women's News Service and did a weekly "Mind and Matter" column for that syndicate in addition to magazine articles.

Some of the syndicated series and articles have turned into books, and vice versa. For example, her brand new book, "Ageless Aging", began as a magazine article, expanded into a book published by Crown this past Fall and also was the first 5-part Los Angeles Times series in connection with introduction of the new column.

The current book is inscribed to the three Winter children—Robin, Craig, and Grant—"who contributed appreciably to my aging" notes the author's dedication. Other books include "Poisons in Your Food", "Beware of the Food You Eat", "How to Reduce Your Medical Bills", and "A Consumer's Dictionary of Food Additives."

Ruth, who enjoys entertaining as well as informing her readers, comments that probably the greatest reader response so far to the new column was occasioned by one on bathrooms—past, present and future. One design engineer predicted for her that bathrooms are headed back in history to the recreational baths of the Romans. The columnist invited readers to send in their ideas on improving plumbing equipment. And they did. The mail was dispatched to appropriate plumbing designers, with excerpts to be included in an up-coming column.

Ruth began as a copy girl at the Star-Ledger. At the age of 10 she wrote her first letter to the editor of the newspaper complaining about the comics page. Her sister, Tere Greendorfer, is fashion editor of the Star-Ledger and in that role criticizes Ruth's clothes—"as does my daughter", tolerantly admits the columnist.

While deep in science and medically related areas, the newspaper woman is still a romantic and frequently weaves in a few lines of poetry to make a point. For the column on "A Kiss Is Just a Kiss?" she summarized ". . . there's more to kissing than meets the lips. Why and how you kiss someone is strictly a matter of culture and cultural changes. . ." Then she added "for those of us who are still romantics", a few lines of Shelley's poem, ". . . What are all these kissings worth if thou kiss not me?"

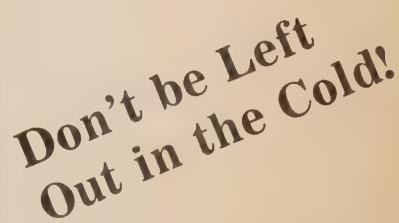


In 1974 are you:
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Buying a stock?
Quitting your job?

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Weeklies acquired by dailies in 1973

Buyer	Purchase	Buyer	Purchase
Gadsden (Ala.) Times	MidSouth Newspapers Haleyville (Ala.) North- west Alabamian (5832)	Panax Corp.	Dearborn (Mich.) Press (15,953)
Gannett Company	Brooksville (Fla.) Sun Journal (4499)	Panax Corp.	Miami Beach (Fla.) Times (13,000)
Georgetown (S.C.) Daily American	Myrtle Beach (S.C.) Grand Strand Journal	Peninsula Newspapers Inc.	Sunnyvale (Cal.) Val- ley Journal (twice weekly, 28,000)
Greenville (Mich.) News	Belding (Mich.) Banner News (2288)	Pratt (Kan.) Tribune	St. John (Kan.) News (1975)
Hackensack (N.J.) Record	Toms River (N.J.) Record (66,774)	Raleigh (N.C.) News & Observer	Hilton Head (S.C.) Island Packet (2179)
Hammell Newspapers	Albertville (Ala.) Marshall-Monitor (6000)	Scripps League	Crestview (Fla.) Oka- loosa News Journal (3454)
Knight Newspapers	Crossville (Ala.) DeKalb News (5124)	Valparaiso (Ind.) Vidette Messenger	Crown Point (Ind.) Lake County Star (6909)
Landmark Communications	Boaz (Ala.) Leader Dispatch (4639)		
Minneapolis Star & Tribune	Broward (Fla.) Times (60,000)		
	Newspapers Inc.—23 weekly and semi- weekly newspapers in Kentucky and Southern Indiana.		
	Stromberg Publications— weekly group, Balti- more suburbs. Carroll Record Catonsville Times Columbia Times Community Times Dundalk Times Essex Times Howard County Times Sykesville Herald Towson Times		
Neighbor Newspapers	North Georgia Tribune		
New York Times	Marco Island (Fla.) Eagle		
Norwich (Conn.) Bulletin	Windham County (Conn.) Transcript (3000)		
Panax Corporation	Community News Newspapers, East De- troit Michigan. (Panax acquired a total of 11 newspapers, but has since modified circula- tion and distribution so that at present there are 9 papers.) (115,000)		

Casey (Continued from page 14)

ties and special interest publishing operations such as our Information Services Group. I can also assure you that we are very much engaged in an effort to bring on line additional newsprint supply.

From your recent review of the newsprint situation, you are aware that supply and demand for this product are often out of balance, and while we are currently experiencing a lack of adequate supply, in future years we shall no doubt see a return of periods of over expansion and over supply.

Therefore, Times Mirror's growth in newsprint production will only come with the assurance that we shall be able to utilize the additional newsprint or exchange it directly for newsprint to be consumed by our other newspaper properties.

This inter-company availability is an integral element of the integration concept which we strive to achieve, for simply producing the product without the captive market would be only half the cup.

I think it's fair to say that we have experienced a balanced growth in Times Mirror as a communications company over recent years. Obviously, the earnings growth in 1973 is significantly in excess of the corporate goals which we have pointed to as 12 percent per year. Although, as I have indicated previously continued profit growth is anticipated in some areas of the company, it is not possible under existing economic conditions to predict overall results for 1974.

James (Continued from page 14)

creases in the price of newsprint. The current price is now on its way (accelerated by the recent shortage) to as high as \$200 per ton. And there are forecasts of higher prices later in 1974.

So one important view of the future—and the signs are now obvious—is that we shall all see substantially higher advertising rates and newspaper prices and soon.

Clearly the 10 cent daily (or even the 15 cent paper) has been far outstripped by the prices of other daily necessities. How can our values be such that a daily paper costs less than a cup of coffee, an airmail stamp, the same as a local phone call (which won't be 10 cents too much longer), or one fifth the cost of a shoe shine? The Sunday paper at 30, 35 even 50 cents, is a similar and unrealistic bargain.

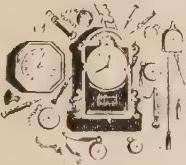
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ANTIQUES



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BOOK REVIEWS

WEEKLY EDITORS. Would you pay \$5 a week for book reviews by such nationally known writers as Isaac Asimov, Bergen Evans, Lucy Freeman, Gerald Johnson, Russell Kirk, Ashley Montagu, Adele Rogers St. John, Studs Terkel? For details write to Literary Department, M'Loo Ltd., 535 N. Michigan, Room 407, Chicago, Ill. 60611.

COLLEGE NEWS

CAMPUS HOTLINE. Weekly column on campus life. Informative, interesting, timely. Attracts college-age readers. Low rates. Samples, Campus News Syndicate, Box 19353, Sacramento, Calif. 95819.

PARENT TIPS

PAUL'S PARENT TIPS—Lively answers to questions all kids (and adults) pose. 20 years experience. Samples, P. Burns, 436 Morse, Dayton, Ohio 45420.

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YOUR WEEKLY TRAVEL and recreation page or supplement. No work for you, only profit. Travel Rates & Places, Box 246, Woodside, N.Y. 11377.

SYNDICATED FEATURES

BE YOUR OWN syndicate boss! Feature your feature in FEATURES AVAILABLE and watch your syndicate sales soar! Last year a fellow writing a TV column placed an ad in FEATURES AVAILABLE, left it running a few months, and received more than 300 replies! That, of course, doesn't happen in all cases, but when it does, that's what we call being well read!

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Res: (913) 381-6815; (913) 236-5280;
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Conducts professional, confidential ne-
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NEWSPAPERS FOR SALE

WEEKLY SHOPPER grossing \$175M,
small town Mountain States area, Zone
8, circulation 21,000. Reply Box 1979,
Editor & Publisher.

FOR SALE: Southern weekly with
large printing business. Box 2032, Editor
& Publisher.

NEWSPAPERS WANTED

SOUTHERN NEW ENGLAND, 2nd
class controlled, offset tab, monthly.
Average 54 pages plus; circulation 7000
plus; cold comp and camera, fine
growth, gross \$80,000. Net to gross
could be 40%. Asking \$130,000. Box
1996, Editor & Publisher.

COUNTRY BOY, family seek Midwest
county seat weekly after 15 years as
metro editor. Serious. Need 70M-plus
gross. Box 1988, Editor & Publisher.

WE HAVE QUALIFIED BUYERS for
dailies and large weeklies. Information
strictly confidential.

DIXIE NEWSPAPERS, INC.
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LETTERPRESS newspaper wanted
that needs to be converted to offset.
Large weekly or small daily. Finan-
cially able, experienced newspaperman.
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ANNOUNCEMENTS

PUBLICATIONS FOR SALE

MONTHLY (10 issue) recreation news-
papers in Ohio and Illinois make ideal
satellite operations for expansion-
minded daily, large weekly or printing
firm. Will sell both states singly or as
combination. 50M selective unduplicated
mailing list for each state, already on
computer. We can show \$100M+ ad po-
tential for each state because we've far
exceeded this in our home state of
Michigan. Box 2002, Editor & Publisher.

MACHINERY & SUPPLIES

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GREAT BUYS

Here's a sampling of great buys on
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traded-in or new Photon Phototypesetters. We have a large selection of
hot metal, photocomp, computers and
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TWO 18 GRID LINFILM UNITS —

10 Years old, 36 grids
Four keyboards with
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GOOD BUYS—offset composition equipment
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Compugraphic 4961 \$4500
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All models. Service provided by manu-
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MACHINERY & SUPPLIES

COMPOSING ROOM

COMPOSING EQUIPMENT for sale as
is where is:

1—Monotype Matl. Maker #15005
(molds \$30.00 ea.) \$2,000
1—Monotype Matl. Maker & Molds
(molds \$30.00 ea.) \$500

1—Elrod w/chiller & molds
F-5068F (molds \$20.00 ea.) \$2,000

1—Electron Ser. #11668 \$1,800

1—Comet Ser. #1913 (Manual) \$500

1—Comet Ser. #1943 (Manual) \$650

1—Model 33 Ser. #68140 \$650

1—Model 31 Ser. #64618 \$1,450

1—Model 31 Ser. #57303 \$1,450

1—Model 30 Ser. #61952 \$500

1—Model 30 Ser. #64806 \$500

Several Marathon Motors \$50

Several Emerson Motors \$50

1—Compugraphic Just tape Senior
Best Offer

1—Compugraphic Just tape Junior
Best Offer

2—Teletypesetters perforating units
. \$400

1—Hamilton Page Storage Cabinet
. \$250

1—Vandercook Proof Press 325-A
. \$600

1—Hammond Glider Trim-O-Saw
. \$250

42 Alum. Chases \$10

49 Steel Chases \$5

2—Gray Matrices cabinets \$75

1—Hammond Glider Saw \$200

Misc. New Spare Parts (Linotypes &
Electrons)

Contact Ed Roth, Journal-Star Printing
Co., P.O. Box 81609, Lincoln, Nebr.
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2 PHOTONS-TEXTMASTERS MODEL
713-5's serial #35084, 37611. Included
are 2 fonts of crown lite and bold and
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Running condition—\$5000 each. Somer-
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1—Nitric Acid Pump ½ HP 115/230V
1725 RPM \$300

1—Master Plate Coating Machine \$100

1—Vandercook Proofing Machine
#219 \$500

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30 cases 20" x 24" 16 ga.

Richplate zinc \$4.00 sheet

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SIGNODE automatic narstrap bundling
machine; Model MN44ANB; Serial No.
J-64. New in 1969. Excellent condition.
Sacrifice price. Call Mr. Nettles (205)
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SAVE MONEY on cold type paper and
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ply (NAPSICO), Berlin, Wis. 54923,
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NEWSPRINT

For Sale

For immediate delivery, first
quality newsprint—30", 33" and
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Charles and Lexington Sts., Balti-
more, Md. 21201. Ph: (301) 539-6657.

EDITOR & PUBLISHER for December 29, 1973

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NEWSKING, 4 unit, 1968.

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quarter folder, counterstacker, electric
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running news. New 1964. E. H. Richey Co.,
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GOING OFFSET and photocomposition mid-summer. Five units Goss Universal Press and complete hot type equipment for sale. For particulars contact Cecil Watkins, Amos Press Inc., Sidney, Ohio 45365. Phone (513) 492-4141.

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With the current newsprint shortage, gain greater production from your existing newsprint supply. This is an almost new unit has had less than 1 month's usage. Like new at half price. OFFSET NEWSPAPER EQUIPMENT P.O. Box 226 — Norcross, Ga. 30071 (404) 448-6350

4-UNIT GOSS URBANITE with quarter folder. Well maintained. Can be seen in operation. Available 6 to 9 months. Box 2028, Editor & Publisher.

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QUALITY STEREOTYPE reproduction demands JimDuralumin Base. Jack Moore, 3444 Country Club, Medina, Ohio 44256.

STEREO EQUIPMENT for sale as is where is:

2-Sta-Hi Premier Rotary
Shavers.....Best Offer
1—Sta-Hi Curved Plate Router,
MR-7.....\$ 750
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Unit.....Best Offer
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1—Hammond Flat Scorer
T2-30.....\$ 50
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Casting Unit.....Best Offer
1—Goss Pneumatic Metal
Pump.....Best Offer
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Conveyor.....Best Offer
2—Sta-Hi Dry Mat Formers ea. \$ 100
1—Sta-Hi Dry Mat Former
SMF-4.....\$ 200
1—Goss Mat Roller (Driven) 45-S \$ 250
1—General Electric DC Generator
w/Drive motor (50 HP) 280 AMP
125/volts.....Best Offer
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220/440 volts 1175 RPM.....Best Offer
Contact Ed Roth, Journal-Star Printing Co., P.O. Box 81609, Lincoln, Nebr. 68501, Ph. (402) 477-5902.

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USED 2 UNIT
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MODEL "F" ELROD—Electric pot—
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MOVING—REPAIRING—TRUCKING
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Help Wanted...

ACADEMIC

HALF-TIME graduate assistantships (stipend plus tuition) available to persons qualified by newspaper experience to supervise students in news laboratory while working on advanced degree. Strong academic record essential. Contact Adrian Combs, Business Manager, Daily Egyptian, Southern Illinois University, Carbondale, Ill. 62901.

THE UNIVERSITY OF MISSISSIPPI seeks an additional faculty member for its Department of Journalism effective August, 1974. Candidates must have several years of media experience, PhD, and an interest in working closely with reporting and editing students and in supervising some graduate student research. Salary open, competitive. Equal Opportunity Employer with Affirmative Action Plan. Contact Chairman, Department of Journalism, University of Mississippi, University, Mississippi, 38677, by February 10, 1974.

OKLAHOMA STATE UNIVERSITY seeks experienced professional to serve as General Manager, Daily O'Collegian (five-day-a-week tabloid), beginning July 1, 1974. Salary and appointment commensurate with qualifications. Please send resume and references. Application deadline March 1, OSU is an equal opportunity employer. Write Dr. Harry Heath, Search Committee, School of Journalism and Broadcasting, Oklahoma State University, Stillwater, Oklahoma 74074.

HERE IS YOUR CHANCE to be one of the youngest General Managers in the country. Midwest daily with 7,500 circulation wants energetic sales type with less than 5 years newspaper experience to take over as General Manager. No previous management experience necessary. Degree a must—Masters helpful. \$18,000 plus bonus. Resume to Box 1905, Editor & Publisher.

BUSINESS MANAGER

Northwest daily needs business manager with accounting background, data processing experience desirable. Excellent fringe benefits, good starting salary. Career opportunity in 25-30M circulation operation. Complete resume with salary requirements to Box 2010, Editor & Publisher.

YOU'RE PROBABLY an ad manager waiting for a chance to take over your own operation. If you're sales oriented, have desire to succeed with growing young company that knows its most important product is people, contact us in confidence about 2 great opportunities in Areas 8 and 9. Box 2029, Editor & Publisher.

HELP WANTED

ADVERTISING—PRODUCTION

WANTED: Working ad director with experience in doing paste-up. Would like some camera experience. Offset with reverb books. Compographic typesetting machines. In fast-growing area. Small firm with lots of potential. Call (305) 546-2163 or send resume to P.O. Box 938, Kissimmee, Fla. 32741.

CIRCULATION

CIRCULATION MANAGER needed for northern Illinois ABC newspaper changing from bi-weekly to daily. Must be strong on sales promotion, service through carriers and motor routes. We offer new plant and excellent working conditions, paid vacation, profit sharing and insurance. Send complete resume and salary requirements to Box 1966, Editor & Publisher.

WE ARE LOOKING for a proven circulator experienced in all phases of circulation operations, 35,000 evening and Sunday in a competitive area. Attractive wage and benefits. Send resume, salary requirements, etc. to Edward H. Murphy, The Chronicle Telegram, 225 East Ave., Elyria, Ohio 44035.

CAN YOU HANDLE THIS JOB?

We're looking for the brightest, most capable and most competitive circulation manager that can be found for a medium sized PM in the Midwest. We don't need a candidate who is looking for a house-keeping spot nor one seeking to gain the necessary experience to go to a larger metro. Money shouldn't be a problem if you have the proper credentials and are capable of achieving the service and growth we feel necessary in our fast paced market. Tell us about yourself in your first letter along with anything else that might convince us to consider you a finalist for the position. We'll only contact those who sell themselves well in their letters and personal comments. Write Air Mail today to Box 2012, Editor & Publisher.

EXPERIENCED CIRCULATOR to build a boy crew operation for a major Midwest newspaper. Must have the knowhow to recruit and train crew managers and boys. This is a ground floor opportunity to the person who can produce. No fast buck artist need apply. Send complete resume and salary requirements to Box 1967, Editor and Publisher.

WE ARE LOOKING for a manager who can take charge and continue the growth of our 20,000 daily circulation department. We can offer exceptional benefits and starting salary to the right person who is promotion-minded, a motivator, well-schooled in all types of carrier programs. Please call (812) 372-7811 or send resume to R. L. Waggoner, The Republic, P.O. Box 10, Columbus, Indiana 47201.

CIRCULATION MANAGER for a Florida evening and Sunday newspaper, 12M circulation. Strong carrier program with councilor system. Ideal situation for growth. Good benefit package. Send resume and references to Box 2033, Editor & Publisher.

IF YOU are looking to prove yourself as a top daily newspaper Circulation Manager — and have the necessary knowledge and background (regardless of your years of experience) to operate a smooth department at the same time you're producing growth—we have the job for you. We're looking for ambition, drive, enthusiasm, and RESULTS. You will find our salary, fringe benefits and plans for yours and our future to be quite inviting. If you are up to the challenge, write today to Box 2018, Editor & Publisher.

E&P Classifieds—
As effective in
the newspaper community
as your newspapers classifieds
are in your community!

HELP WANTED

CIRCULATION

AGGRESSIVE, experienced manager strong on organization needed to meet challenges for small California daily in hotly-competitive area. \$14,000 plus bonus. Box 2009, Editor & Publisher.

CLASSIFIED ADVERTISING

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PHONEROOM SOLICITORS AND OUTSIDE SALES

Immediate openings in our two community newspaper groups for aggressive sales people that understand classified advertising and have experienced outstanding sales success.

Our offset weeklies are significant factors in both Phoenix and Seattle. They are in their infant stages of development and in dire need of additional personnel to handle and develop the growth.

We offer ideal working conditions, the opportunity to advance at your own speed and compensation more than competitive in today's market. Send a resume or call for a confidential interview to Fred J. Levine, Director of Marketing

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Key positions available for professionals that can develop and produce in our Phoenix or Seattle properties. These openings are unique in that they make it possible for you to build your staff and do your own thing.

Our offset weeklies are result-getters and the markets they serve are among the fastest growing. Our classified management personnel will receive top compensation and benefits in addition to full cooperation and backing. Send your resume and salary requirements or call collect when you're serious about making a move. Contact Fred J. Levine, Director of Marketing

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DATA PROCESSING

GRAPHICS SYSTEMS ANALYST

Consulting office specializing in newspaper production and commercial systems seeks an individual with the following qualifications or the equivalent:

- 1 to 2 years experience in computerized newspaper composition programming and/or analysis.
- Experience in programming or analysis of standard commercial computer applications (e.g. accounts receivable).
- Knowledge of assembly languages operations and COBOL desirable.
- 3 years of related college work.

Offices are located in Zone 2, with some travel required. Send resume and particulars to Box 1900, Editor & Publisher.

HELP WANTED

DISPLAY ADVERTISING

LOUISIANA WEEKLY seeking qualified ad manager to direct small staff. Must have experience in metropolitan market. Competition includes 2 dailies 13 radio and TV stations. But you'll have a top product to work with. Respected in community. Position available in February. Minimum \$10,100 plus commissions. 21 holidays plus 2 weeks vacation first year. Great benefits. Send complete resume in confidence to Box 1997, Editor & Publisher.

ADVERTISING DIRECTOR for group-owned daily in Indiana with 20,000 circulation. If you have never managed but think you have the capability, this may be your chance. Degree is necessary. No one is too young to apply. \$18,000 plus commission. Send resume to Box 1911, Editor & Publisher.

CHICAGO NEWSPAPER REP FIRM needs outstanding salesman to join staff. If you have a degree and 2 or more years of successful newspaper sales experience, we would like to hear from you. \$20,000 plus incentive. Resume to Box 1909, Editor & Publisher.

ADVERTISING MANAGER for multiple weekly group in Zone 5. Excellent opportunity in growth situation for person whose experience has been planning, motivating and building. Good staff. Resume to Box 1938, Editor & Publisher.

ADVERTISING SALES

This winter in Florida?

... and every other by locating to the land of year 'round springtime. Join Florida's best newspapers, where ambitious expansion plans are underway to meet the growth challenge of the Sun Coast.

If you are a seasoned advertising representative, well versed in retail display, with a track record of generating ideas in selling to major accounts, then this is your opportunity to join an enthusiastic, professional sales team, offering top-notch advertising to Florida's West Coast business community.

In addition to a good base salary, you'll set your own pace with one of the most imaginative incentive plans in the industry, plus partake of "extras" such as company paid profit sharing, pension plan, life insurance, health insurance, liberal paid vacations, regular and floating holidays, quarterly cost of living bonus, Christmas dividend, credit union, and many more, not to mention the enjoyment of life on the Gulf of Mexico's sunny shores.

Ready for the challenge? Write to us, describing yourself and experience: Employment Office, Times Publishing Co., P.O. Box 1121, St. Petersburg, Fla. 33731.

ST. PETERSBURG TIMES EVENING INDEPENDENT

WANTED: MANAGEMENT TRAINEE for Midwest newspaper group to replace 25 year old who joined us right out of college and has moved to Advertising Director position with one of our papers. If you are willing to work hard and learn, we have the program to move you into management at a young age. Degree is necessary. Masters degree and/or some sales experience helpful. Starting salary \$15,000 to \$18,000. Send resume to Box 1596, Editor & Publisher.

EDITORIAL

ASSISTANT CITY EDITOR SOUTH FLORIDA A.M.

Must have supervisory and hard news reporting background. Will direct 20-man local news staff, edit copy, write heads and handle page layout. For major person with sound news judgment and leadership ability. Must be company-oriented person who wants to move ahead. Excellent benefit program. Send detailed resume, references and salary requirements to City Editor, Sun-Sentinel P.O. Box 131, Ft. Lauderdale, Fla. 33302.

HELP WANTED

EDITORIAL

NEWS/CITY EDITOR for 23M daily in Wisconsin. A sometimes exciting, always busy, responsible editing-managing position with a good staff of news reporters. The newspaper is aggressive, its management forward looking. Applicant should have significant reporting-editing-managing experience on newspapers. Send complete resume, references, a few samples of your best work and short statements on 1) the role of a city editor and 2) your own strong and weak points to Box 2006, Editor & Publisher.

STATE HOUSE CAPITAL REPORTER

If you are hard working, bright and people-oriented and are either No. 1 in a small state capital beat or No. 2 or 3 in a large state capital bureau operation and aspire to be No. 1 for a Pulitzer Prize metropolitan newspaper in charge of state government and its political coverage, you will want to apply to Jack Hart, Managing Editor of the Lincoln Journal.

Present bureaus head just promoted to editorial page editor.

Nebraska unicameral legislature meets annually and convenes this January. Respond with resume and work samples to: Jack Hart, Managing Editor, Lincoln Journal, P.O. Box 81689, Lincoln, Neb. 68501.

EDITORIAL ASSISTANT

Our community is growing. So are we, a nearly 40,000-circulation quality Northwest daily and Sunday newspaper. We need an editorial assistant to boost what is now a one-man (actually one-woman) prize-winning, independent progressive editorial page operation.

When you arrive, we'll go to two ed pages daily. Your duties will include layout and editing of the op ed page, editing letters to the editor, writing editorials and taking over in the editor's absence. At least for now, your work will include some news-side activities—either copy reading or reporting. We want someone with some editorial writing and editing experience, who has a solid background as a reporter. We are not hung up on college degrees, but we want someone who can deal with the public and who is open-minded and receptive to viewpoints other than his own.

We offer pleasant working conditions, good salary and benefits, and we expect hard work, often under pressure, in return. Our city, Vancouver, Wash., has 45,000 people and an identity of its own, yet it's only 10 minutes across the Columbia River to Portland, Ore., and 90 minutes from high mountain skiing or the Pacific Ocean.

Write about yourself, enclosing a complete resume and work samples, to Elisabet Van Nostrand, Editorial Page Editor, The Columbian, Box 180, Vancouver, Wash., 98660. Replies confidential.

COMPANY OF THE CROSS (Episcopal) seeks voluntary help of experienced desk and/or rewrite persons in publishing general news magazine in western Canada city. All living essentials provided for husband, wife and children, small allowance, all transportation costs. For details write the Minister, Co. of the Cross, R.R. 1, Stony Plain, Alta., Canada. (403) 848-2781.

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Daily Newspapers

Send us your resume: we will duplicate and refer it on current job openings. Full range of editorial, advertising, circulation and back shop jobs usually available.

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Worcester, Mass. 01608

DON'T WRITE if you are not strong in the basics of daily newspaper operation and in evaluating and handling personnel.

DO WRITE if you would like to be assistant managing editor of a Zone 5 metro AM that's trying to be the News-paper of Tomorrow—today. Box 2014, Editor & Publisher.

HELP WANTED

EDITORIAL

GROWING YOUNG DAILY in popular beach resort area wants career-oriented men and women reporters with layout and photo experience. Salary commensurate with abilities and Southeast average. Positions must be filled before first of year; only 2 openings remain. Box 1980, Editor & Publisher.

WIRE EDITOR for south Florida evening offset paper, 15M circulation. Modern facilities, prime area. Must know the job, must be able to handle layouts and work well with others on 5-person desk. Box 2019, Editor & Publisher.

DESKMAN / FLORIDA: Opportunities for A) copyreader on rim handling teletype/local, B) Reporter with desk experience or one who wants to move into desk responsibility. Major AM paper. Box 1975, Editor & Publisher.

TOP NOTCH REPORTER

Zone 2 metropolitan daily wants reporter who can do it all, with strong investigative ability. Aggressiveness vital, accuracy equally so. Salary up to \$14,000. Good benefits. Write full background to Box 2011, Editor & Publisher.

NEWS EDITOR: For 33,000 circulation Catholic diocesan newspaper. Must be experienced in hard news, interviewing and feature story writing. Camera and darkroom ability helpful. Weekend assignments balanced by days off. Send resume of educational and employment background, salary history, samples of work and three references of quality (one from a member of the journalistic profession). Write: Rev. Msgr. Andrew Byrnes, Catholic Herald Citizen, 25 South Hancock St., Madison, Wisconsin 53703.

COPY EDITOR — PLUS

At The St. Petersburg Times we think of copy editors as the people who sell our product. Our product is fine reporting and writing and the selling must be done by superb color and graphics, fine editing and the creative use of type.

We're not looking for people solely interested in getting the commas in the right places, nor are we interested in people who think merely playing a n'ture 7 columns wide fulfills the requirements of modern typography.

We are interested in men and women capable of seeing the whole package, editors able to take sparkling writing produced by a talented, motivated staff and sell it to readers. Our News Features Department is looking for one desk person like this. Someone who would like to advance on the frontiers of modern journalism... someone who understands color and layout, design and art... someone who would like to work with the best newspaper photographers and artists in the country... someone who would like to share daily in the creation of something excellent. We know what we're doing and why we're doing it. Management backs our play. We come to work whistling.

If you think you might have the qualifications and would like to join a team where the compensation includes good pay, company paid profit sharing, pension, life insurance, health insurance, liberal paid vacations, regular and floating holidays, quarterly cost of living bonuses, outstanding working conditions, stimulating colleagues... and life on the sunny shores of the Gulf of Mexico, write Robert Haiman, Managing Editor, P.O. Box 1121, St. Petersburg, Fla. 33731.

P.S. . . We're only looking for one and a lot of people might respond to this ad.

So sell us in your first letter.

CITY EDITOR for growing southwest Florida PM offset paper. New plant, top equipment, top-grade community. Excellent opportunity for person who can work with and direct people. Must be strong on local news, good on layout and moving pages. Box 2022, Editor & Publisher.

HELP WANTED

EDITORIAL

CITY EDITOR—Energetic, imaginative deskman-reporter with editing and layout experience, interested in moving up to staff supervision. Will direct reporters, plan local coverage, layout city pages in modern 6-column, foremat, cover occasional stories. Competitive \$27,000 daily in Lake Erie resort city. Send layout and writing samples, present salary to John Hammack, Managing Editor, Register, Sandusky, Ohio 44870.

RAPIDLY EXPANDING WEEKLY in northern Zone 1 has made major financial and plant expenditures. Now eyes new horizons in editorial end. Need aggressive, no-nonsense editor who won't pull punches but recognizes good judgment when called for. Will work with publisher in setting editorial goals but will be your own person in carrying decisions out. Starting salary \$10,000. Liberal benefits. Only serious, hard-working persons looking for excellent opportunity need apply. Write Box 2026, Editor & Publisher.

EDITORIAL ART

ARTIST

Variety of newsroom art requiring experience in photo retouching and proportioning, keyline paste-up, cartoons, illustrations, color separations, and graphic arts reproductions. Metro daily, Zone 5. Send complete resume to Box 2004, Editor & Publisher.

LIBRARIANS

EXPERIENCED newspaper librarian with library and/or journalism degree. Duties as assistant; some administrative, indexing, filing, typing, reference, and knowledge of microfilm. Guild shop. Metropolitan daily, Zone 5. Box 1300, Editor & Publisher.

PRESSROOM

PRESS MACHINIST—8-unit, 8-folder Scott multi-unit. Vertical mill, lathe, etc. Good pay; good benefits. Area 4, 50K PM daily. Reply in absolute confidence with full particulars and salary requirements. All replies answered, Box 2003, Editor & Publisher.

OFFSET PRESSMAN WANTED

Experience on 475 Fairchild News King desirable. Quite, healthful community. Company has insurance and pension plan. Opportunity for advancement. Ask for General Manager, The Daily Star, P.O. Box 1319, Hammond, La. 70401 or call (504) 345-2333.

PRESSROOM FOREMAN — Come to suburban living at its finest on eastern Long Island. Must know Goss Community/News King press, plus knowledge of prep department, be able to supervise personnel and work closely with other departments. Write full particulars in first letter and state salary requirements. Box 2031, Editor & Publisher.

PRODUCTION

PRODUCTION DIRECTOR ON CAPE COD

A new position of Production Director is being created at the Cape Cod Standard-Times, a 23,000 seven-day newspaper, a member of the Ottawa group. We are preparing to go 100% photo-comp in the spring, and will convert our press to plastic relief plates. Knowledge of cold type procedures and work flow is essential, as is close familiarity with press room operations.

This is a challenging position with a newspaper which has compiled an excellent growth record. Many attractive benefits, the greatest of which is Cape Cod for year-round living. Write full details to Scott Hinckley, Publisher, Cape Cod Standard-Times, 319 Main St., Hyannis, Mass. 02601.

Positions Wanted...

PERSONNEL AVAILABLE FOR ALL NEWSPAPER DEPARTMENTS & ALLIED FIELDS

CLASSIFIED ADVERTISING RATES

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(Payable with order)

4-weeks	\$1.15 per line, per issue
3-weeks	\$1.25 per line, per issue
2-weeks	\$1.35 per line, per issue
1-week	\$1.45 per line.

Count 5 average words per line
or 38 characters and/or spaces

3 lines minimum (no abbreviations)

Add 50¢ per insertion for box service and
count as an additional line in your copy.

Air-mail service on box numbers also
available at \$1.00 extra

OTHER CLASSIFICATIONS

(Remittance should accompany classified copy when submitted unless credit has been established.)

4-weeks	\$1.70 per line, per issue
3-weeks	\$1.80 per line, per issue
2-weeks	\$1.90 per line, per issue
1-week	\$2.00 per line.

Count 5 average words per line
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3 lines minimum (no abbreviations)

Add 50¢ per insertion for box service and
count as an additional line in your copy.

Air-mail service on box numbers also
available at \$1.00 extra.

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The use of borders, boldface type, cuts or
other decorations, changes your classified
ad to display. The rate for display-classified
is \$3.60 per agate line—\$50.40 per
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To answer box number ads in **EDITOR & PUBLISHER:**

Address your reply to the box number given in the ad, c/o
Editor & Publisher, 850 Third Avenue, New York, N.Y. 10022.
Please be selective in the number of clips submitted in response to an ad. Include only material which can be forwarded in a large manilla envelope. Never submit complete newspapers or magazines unless specifically called for.

Editor & Publisher is not responsible for the return of any material submitted to its advertisers. Therefore, we suggest that you never send irreplaceable material.

Editor & Publisher cannot under any circumstances divulge the name or address of a box holder.

Thank you.

ACADEMIC

PROFESSOR OF PHOTOGRAPHY at major northeastern university available for new faculty appointment May '74. Resume, Box 2021, Editor & Publisher.

ADMINISTRATIVE

AD MANAGER—All departments, all competitive papers. Young, aggressive, successful. Resume. Box 1972, Editor & Publisher.

CONTROLLER - TREASURER desires position with progressive organization. 24 years experience in all newspaper business functions. 43 years old, excellent record. Box 2008, Editor & Publisher.

GENERAL MANAGER, Zone 1 newspaper chain of 60,000 circulation. Conditioned for growth, sales, profit and expansion. Metal and offset experience. Box 2016, Editor & Publisher.

AD MANAGER, 32, seeks position with daily or weekly group. Over 50% annual lineage gain in last position. Sales experience on larger metropolitan daily. Ultimate goal is general management. Box 1969, Editor & Publisher.

CARTOONISTS

AWARD-WINNING editorial cartoonist, 29, presently with major national weekly, seeks position as editorial cartoonist for medium or large liberal daily. Quality stylist with sharp political perception needs only challenge of daily work to excel. Any Area. Resume, clips. Box 1956, Editor & Publisher.

CIRCULATION

CIRCULATOR, 25 years experience all phases any capacity, wants small to medium size daily anywhere. Excellent on sales, service, promotion and collections. Box 2007, Editor & Publisher.

PROMOTION MINDED but cost conscious. Top references. 20 years circulation knowledge. No bench warmer. Box 2024, Editor & Publisher.

DISPLAY ADVERTISING

WORKING AD DIRECTOR, non-metro daily. 50, BJ Missouri, \$250. Area 3, 4, 6, 8. Box 1031, Editor & Publisher.

ADVERTISING DIRECTOR, organizer and producer, will exchange references. Over \$20,000 talks. Phone (415) 447-7637, Bill Scales.

EDITORIAL

SEEK REPORTER'S SPOT on weekly or small daily. Some experience. Active in local, county and state public affairs. State university graduate, 1972. Mark Nolan, 4314 Harrison St., Kansas City, Mo. 64110.

EDITORIAL

INVESTIGATIVE REPORTER seeks Midwest spot. Experience desired above salary. Box 1999, Editor & Publisher.

SPORTS PRO, now on news side, wants back. Age 29, BS, graduate school, 5 years on top metro. Box 2015, Editor & Publisher.

DAILY EDITOR, 37, seeks managing editorship / news editorship medium, large daily, preferably Zones 6, 7, 8, 9.

Award-winner in writing, editing, layout, photography, presently direct staff of 45. Creative, 16 years metro market, former J-professor. Box 1959, Editor & Publisher.

DECEMBER Wisconsin J-Grad seeks reporting job on daily. College paper experience. Married veteran. Any Zone. Box 1990, Editor & Publisher.

SPORTS HUSTLER! 6 years experience in preps, college and pro. Currently sports editor of medium Midwest daily. Looking for metro position in Zones 4, 6, 8, 9. Sportswriting, layout are my games. Box 1989, Editor & Publisher.

REPORTER, whose investigative work was recently cited in E&P, seeks position with dynamic metro daily. Have extensive experience with major Zone 2 metro daily. Married, willing to relocate. Box 1991, Editor & Publisher.

CITY, COPY OR WIRE editor for 20 years on daily, editor of weekly for 7 years. Seeking relocation and editor's job within Area 9. Box 2005, Editor & Publisher.

MANAGING EDITOR—Metro newsman, suburban newspaper background, seeking top spot on small daily or right weekly. Box 1987, Editor & Publisher.

SEEK CHALLENGING and final career step as political editor. Solid 25-year diverse background in government and journalism, PhD (economics). Box 1960, Editor & Publisher.

SPORTSWRITER — Recent J-School graduate. Sports editor of major college daily. Will relocate anywhere. Write Box 2017, Editor & Publisher.

REPORTER - EDITOR - ADMINISTRATOR, 32, seeks change. Able to handle most any assignment. Would prefer running small daily, large weekly or semi-weekly. Zones 1 and 2. Multi-talented, quick to catch on, \$15,000 minimum. Non-stop energy. Box 1994, Editor & Publisher.

EDITORIAL

EXPANDING? A young managing editor and a production supervisor are looking for a stake in a small daily or weekly in Zone 5 or 7. They have been running a 5000 circulation daily for the past 3 years. Circulation is up, gross and net are up and now it is a prize-winner. Working experience in every phase of newspaper production and management. Box 1993, Editor & Publisher.

REPORTER—8 years experience, 2 on daily. Like beat, investigative reporting. Box 1944, Editor & Publisher.

J-GRAD PHOTOGRAPHER with layout and writing experience seeks position, will relocate. P.O. Box 885, Carbondale, Ill. 62901.

METRO EDITOR wants to return to smaller town as editor on small or medium daily. 4, 6, 8 years experience. Family. Box 1984, Editor & Publisher.

ENVIRONMENTAL writing/reporting position wanted, 8 years wire service, broadcasting and educational reporting BA degree. Box 1985, Editor & Publisher.

WORKING EDITOR, 38, hit by paper shortage, needs job. Family man, college trained all phases communications. Arnold Jeffercoat, North Broadway, Sidney, Ohio. Call: (513) 492-0042.

HONORS J-GRAD, 27, seeks reporting and/or copy desk intern spot, any Zone. Box 2025, Editor & Publisher.

PHOTOGRAPHY

PHOTOGRAPHER: January grad, photo-journalism, seeks good photo job, any Zone. Bart Rex, 928 Kintyre Way, Sunnyvale, Calif. 94087.

WORKING newspaper photographer wants opportunity with medium-size daily or university information office. BJSJ, MA. Writing, teaching experience. Box 2027, Editor & Publisher.

PRODUCTION

PRODUCTION MANAGER — Superintendent, Photocomp or hot type. Systems analyzing, department managing and coordinating, purchasing and negotiating. Looking for a challenge. Areas 4, 6, 8, 9. Resume on request. Box 2023, Editor & Publisher.

E&P Employment Zone Chart

Use zone number to indicate location without specific identification



Shop Talk at Thirty

By Jerome H. Walker

FLORIDA'S 'REPLY' LAW

As Bob Ripley would say, believe it or not, Florida's unique right-of-reply law was a newspaper editor's brainchild. Beyond the pages of legally-phrased paragraphs in briefs directed to the Supreme Court of the United States the curious statute is being termed a brainstorm—simply a harebrained idea.

But, 60 years ago, the sponsor of the now controversial legislation believed it was needed to protect the interests of both publishers and politicians. The parttime lawmaker whose name doesn't even appear on the master law, The Trammell Corrupt Practices Act, was R. R. Tomlin, editor of a newspaper in Plant City.

According to research on the origin of the reply law, done by David Schultz, the *Palm Beach Post-Times'* man at Tallahassee, the version that figures in a classic First Amendment challenge today may have resulted from a hasty or careless rewrite job.

Revisions promised

Some revision of the language in Tomlin's proposal had been promised before the corrupt practices bill came to a vote in the State Senate.

"The revision never came," Schultz relates. "In an atmosphere which must have resembled the hectic closing days of many subsequent legislatures, the Senate passed the bill intact—among dozens of other bills—the night before the session (of 1913) ended."

And, curiously, the governor who signed the bill into law, Park Trammell, had been a newspaperman himself.

In reply to criticism of his bill, editor Tomlin disclaimed any intention of "striking at the liberty of the press." There was nothing in the proposal, he insisted at the time, that "seeks to interfere with the liberty of the press or to confiscate its columns as has been charged."

Relief is sought

Those same charges are precisely the basis for the attack on the constitutionality of the law which has been invoked but three times in its history. Two lower courts decided it was invalid but no appeals were taken from their decisions. The current case in the nation's highest court stems from a 1973 ruling by the Florida Supreme Court that it was constitutional to the extent that it would encourage the wide open and robust dissemination of ideas.

Not only is the reply statute being challenged in court, it is under question in the Florida legislature where one or more repeal and modification bills have been filed.

In essence, the law requires that a newspaper give equal space and prominence (headline and all) to a statement submitted by a candidate for public office in rebuttal to any publication assailing his personal character or attacking his official record.

In 1913 Governor Trammell had come into office after a winning campaign for election reform. The main thrust of the

corrupt practices act was to impose a limitation on candidates' spending in primary election campaigns—\$4,000 for gubernatorial and U.S. Senate and \$3,000 for congressmen and lesser state officers.

Tomlin put in the right of reply provision, saying that "it simply provides that in case a newspaper publishes an editorial attack after such candidates has expended all that the law permits him to expend such newspaper must publish without cost to the candidate a refutation of the charge."

But the law, standing on the books for

EEOC upholds Guild sex bias complaint

The Equal Employment Opportunity Commission has found the *Sacramento (Calif.) Bee* in violation of provisions guaranteeing equal rights to women.

The commission, in upholding a 1971 complaint by the Sacramento Guild, found the paper—whose publisher is a woman, Eleanor McClatchy—guilty of:

- Denying female reporters the opportunity to cover events at men's clubs;
- Discriminating against women in hiring and job placement;
- Filing job applications by sex for various job categories;
- Screening prospective female employees with regard to marital status and number of children, a procedure not done with men;
- And advertising for employees in sex-designed help-wanted columns.

Monte Posey, district director of the EEOC, said the Bee would be asked to meet with the guild and an EEOC conciliation officer to eliminate the discrimination. He said the guild or commission would bring court action as a last resort if the meetings were unsuccessful. An attorney for the paper said the company

60 years, has said nothing about it being related to campaign expenditures. Violation of the law is a criminal offense.

Again, in 1913, the *Tampa Tribune* indicated that the press of Florida was alert to the dangers of the Tomlin bill. "One feature of the bill," the Tribune story noted, "strikes pretty hard at the newspapers in the matter of political comment and advertising, which naturally, will be subject to revision."

A revision bill now before the state's lawmakers would place some restrictions on the law as suggested in the court decision. The reply would have to be related directly to the story or editorial the candidate claims assailed his reputation. Furthermore, the newspaper would be protected from libel suits provoked by the reply.

would "be happy" to seek a resolution of the matter.

The guild's original complaint came after a management directive that women not be assigned to cover events at men's clubs, regardless of whether those clubs admitted women. The paper rescinded the directive after the complaint was filed, but the EEOC broadened its investigation into hiring practices and job placement.

Daily, weekly bought by Ralph Ingersoll

Ralph Ingersoll has purchased the evening *North Tonawanda (N.Y.) News* and the weekly *Kenmore (N.Y.) Record Advertiser* from Tonawanda Publishing Company and Ruth Hewitt. The sale became final December 18.

The News has a circulation of 18,331 Monday to Friday evening and 18,138 Saturday morning. There will be no changes in personnel. Mrs. Hewitt will continue as publisher during an interim period. No price was announced.

The Kenmore paper, a weekly, is located in the Buffalo area. Its circulation is 32,200.

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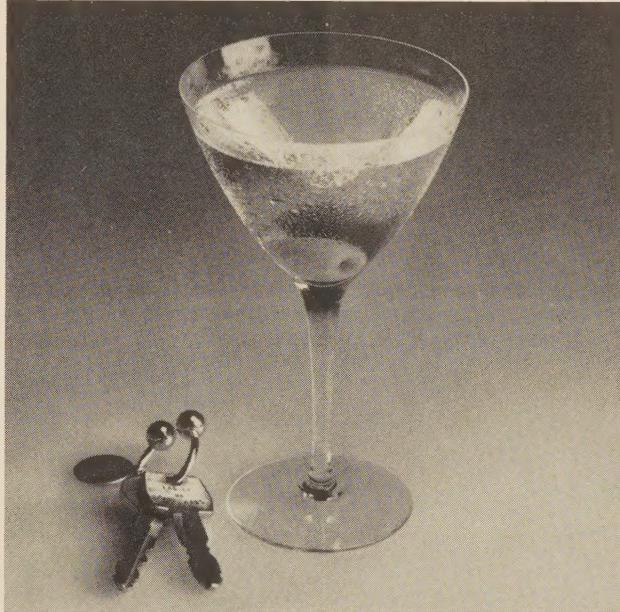
Dallas:

1511 Bryan Street, 75201 (214) 748-0345

San Francisco:

111 Sutter Street, 94104 (415) 392-5671

If you can't stop drinking, don't start driving.



Most adult Americans drink. And most of them drive. While it is best not to drink before driving, experience proves that not everybody follows this advice.

Recognizing this fact of life, many safety officials now say to motorists: "If you're going to drink, use common sense. Know your own limit, as well as the speed limit, and keep well within both."

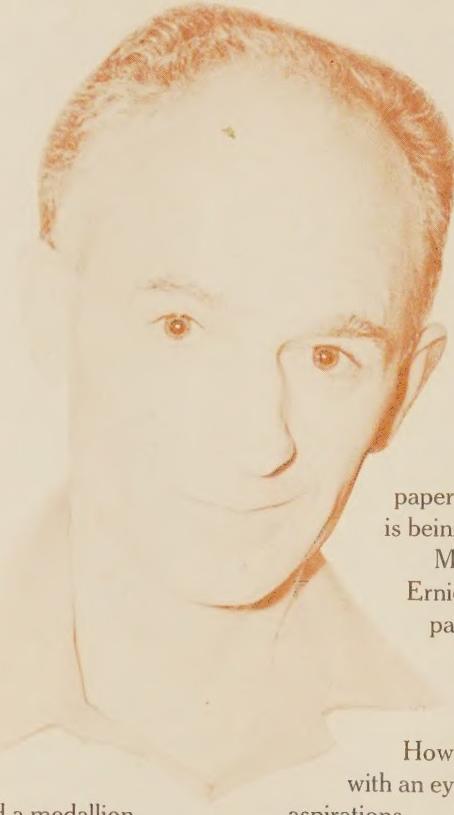
We, the people who make and sell distilled spirits, heartily support this stand. In fact, we've prepared a booklet called "Know Your Limits," which includes a handy chart for your guidance. It's yours for the asking.

If you choose to drink, drink responsibly.

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Or have you?



January 15 is the deadline for entries in the 21st Ernie Pyle Memorial Award for newspaper writing in 1973 that most nearly exemplifies the style and craftsmanship of the great World War II reporter and human interest columnist.

Sponsored annually by The Scripps-Howard Foundation, the prize is \$1000 and a medallion plaque.

Judging will be by a panel selected and supervised by the Department of Journalism at Indiana University. No entry blank is required. However, each entry must be accompanied by a sponsoring letter and a brief biographical sketch of the news-

paperman or woman whose work is being submitted.

Most Americans remember Ernie Pyle best for his war dispatches. Yet, long before he went to war, he demonstrated an understanding of people as a roving columnist for Scripps Howard Newspapers. He wrote with an eye to their feelings, hopes, and aspirations.

Bear this in mind — select the best writing you've done about everyday people with everyday dreams — as you prepare material for judging.

Then address your entry to Ernie Pyle Memorial Award, The Scripps-Howard Foundation, 200 Park Avenue, New York, N.Y. 10017.

**21st Annual Ernie Pyle
Memorial Award**



**Scripps-Howard
Foundation**

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